



## GROWTH HACKING: STRATEGIES FOR SKYROCKETING YOUR DIGITAL IMPACT

SUMMER PROGRAM

# JOIN THE GROWTH IMPACT PROGRAM IN MADRID



# ABOUT OUR SUMMER PROGRAM: Earn 10 ECTS Exploring Madrid

June – July, 2024

## LOCATION: ESIC UNIVERSITY

- Join our Summer Program and gain cutting-edge insights into Growth Hacking from esteemed experts.
- Make the most of your time by earning 10 ECTS credits in two weeks, combining intensive learning with an unforgettable international experience.
- **Unlock Digital Mastery:** Deep dive into the latest digital marketing strategies and growth hacking techniques that pivot student's future prospects for success in a dynamic marketing landscape.
- **Bridge Technology and Creativity** – a discovery journey that stresses how to blend creative marketing approaches with technological tools to craft compelling digital marketing campaigns that resonate in today's tech-driven marketplace.
- **From Insights to Impact** - central to the course is how to transform data into growth through effective data analysis.
- **Accelerate your Startup Dream** – aspiring entrepreneurs will be exposed to skills that rapidly scale up startups using cost-effective, innovative strategies.
- Engage in interactive workshops, case studies, and a challenging final project that blends academic learning with practical application
- Enhance your resume and personal portfolio with a unique international study experience, setting you apart in the competitive job market



# GROWTH HACKING: THE PROGRAM

## WEEK 1:

### MODULE I: CORE CONCEPTS & PRINCIPLES

Setting growth objectives  
Identifying key metrics  
Intro to A/B testing & experiments

### MODULE II: GROWTH STRATEGIES & TOOLS

Digital marketing: SEO, content marketing, SM  
Tools and platforms for tracking growth

## WEEK 2:

### MODULE III: IDEATION & EXPERIMENTATION

Ideation  
Growth Experiments

### MODULE IV: ANALYTICS FOR DECISION MAKING

Intepreting data & drawing insights  
Pivoting Strategies

## CAPSTONE PROJECT

# DARE TO DISCOVER, ACHIEVE, RELATE, AND EXCEL WITH OUR SUMMER PROGRAM IN MADRID

01.

**DISCOVER** a new world of opportunities in the vibrant city of Madrid

02.

**UNLOCK** the door to academic excellence through enhanced digital impact

03.

**RELATE** to a global community of creative technologists

04.

**EXCEL** in your career and personal development

05.

Connect with the like-minded students from around the world

06.

Build lasting friendships and expand your professional network.



DARE TO MAKE IT HAPPEN:  
SKYROCKET YOUR DIGITAL IMPACT

