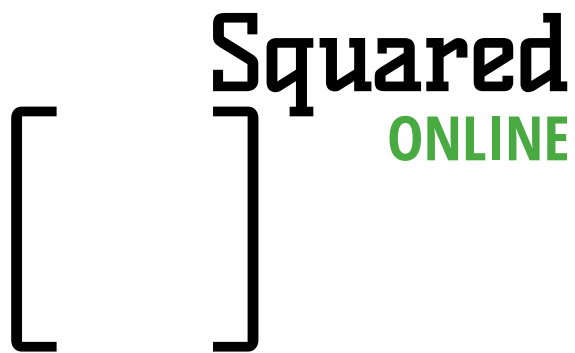




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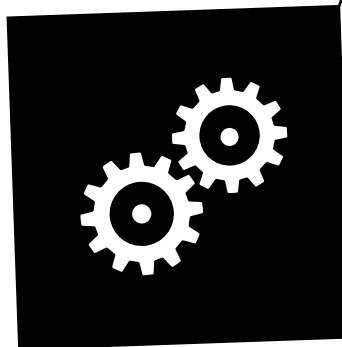

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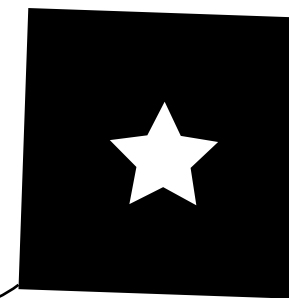

The Marketing Qualification for the Digital Revolution.

We are the digital marketing qualification for tomorrow's connected leaders. Developed by Google, built by the best practitioners and delivered collaboratively online. We are a new movement in career learning.

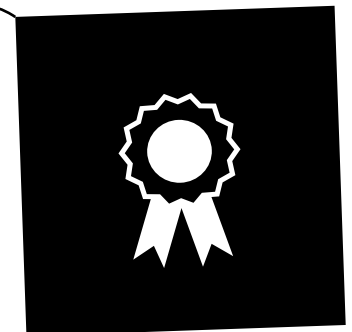
We Are Squared.



Digital Skills
and Tools



Expert Guest
Speakers



Recognised by
Brands & Employers

[Contents]



I've been at Google for seven years, and during that time I've met with a lot of senior business leaders. The one common theme always is 'I really can't find enough good, digitally trained people to hire'...

Dan Cobby, MD, Google UK

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[Squared Online – Certificate in Digital Marketing]

Squared is the product of 172 hours of workshops with 30 agencies and over 300 professionals to define what marketing leaders need.

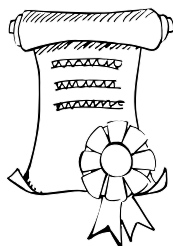
It's an online advanced level certificate developed with Google, endorsed by the IPA, and delivered by Home Learning College.

Crowd sourced by leading employers and taught fully online over 6 months featuring expert guest speakers, you'll graduate with expertise highly valued by brands, agencies and employers.

Who is Squared Online For?

It's designed for people who are either fresh to the marketing / media industry or are working in the industry and need to develop their expertise and mindset to take full advantage of the digital revolution.

Current participants range from CMOs and company founders, to account and marketing managers, to marketing executives and graduates.



Recognised by Brands, Agencies and Employers

Your skills and outlook will be valued by employers looking for cutting edge talent in the most exciting marketing roles. Employers who have sent their people on Squared include:



High Profile Expert Speakers

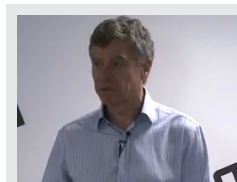
Experts from the industry share knowledge and inspire with unique recorded lectures during your course, exclusive to Squared. Previous speakers include...



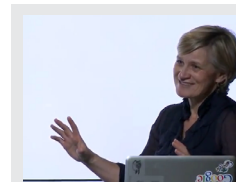
Sir John Hegarty,
Worldwide Creative Director
and Founder, BBH



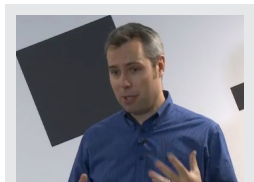
Rory Sutherland,
Vice-Chairman OgilvyOne
and Ogilvy & Mather UK



Richard Eyre,
Chairman IAB'



Cilla Snowball CBE,
CEO, AMV BBDO



Simon Rogers,
Editor, Guardian Datablog
and Datastore

Practical Skills Sessions



Social



Mobile



PPC



Data Analysis



Cross Channel Planning

[Syllabus & Modules]

Squared Online comprises five modules:

- Taught fully online in 5-6 months
- Two live online evening classes per week
- You'll need 8-10 hours per week total time

Squared Online will challenge you to rethink your approach to learning, handling changes, and being part of creative and efficient teams.



As you go through life, force yourself to keep learning.

Nikesh Arora, Senior Vice President, Google

[Module One]

A Connected World (2 weeks)

Get to know your fellow Squares, understand the program and the Squared mindset, and **learn the tools** you'll be using throughout the experience.

[Module Two]

Think Commercial (5 weeks)

Jump in at the deep end – you'll collaborate in teams to **develop an idea for an online business**, as well as a deep dive into **mobile** strategy.

[Module Three]

Think Like a Brand (5 weeks)

Carry out a project on the Role of Digital in the Marketing Mix and take part in sessions on **cross channel planning**, group dynamics and **Adwords**.

[Module Four]

Think Optimised (5 weeks)

Sessions on group development, **search engine marketing** and **data analysis** all centred around increasing value for a client.

[Module Five]

The Ongoing [R]Evolution (6 weeks)

Have your say on the evolving digital environment, plus sessions on **change management** and ethics – before results and graduation!



[Our Online Learning Experience]

We combine disciplines in strategy, technology, and management to help you understand an area in a real context. You'll learn collaboratively to achieve tasks, and you'll always learn by doing...

“The whole learning experience has been really positive. Thanks to the tutorials which are structured to ensure they're relevant for today's digital marketers, I've gained valuable skills that have positively impacted my career.

Our tutors are supportive and brilliant at engaging audiences online, the collaborative work is fun and the assignments have stretched my creative and technical abilities which has been very rewarding.

Squared has equipped me with the expertise and mindset to reach my potential - I genuinely believe it is paving the way for how courses are taught in the future.



Sassy Hicks
Digital Marketing Manager / Professional
Fundraiser in the Third Sector



Live Online Classes

At least once a week you will have a scheduled online class with your tutor, covering all the necessary theory and course organisation required to complete each module. These sessions will allow you to collaborate with your classmates and get involved.



Expert Speakers

Experts from the industry share knowledge and inspire with unique recorded lectures during your course, exclusive to Squared. You'll also have the opportunity to join live hangouts, discussion panels and debates.



Expert Tutors

You'll have a tutor who will deliver lessons and mark your assignments. They're the first port of call, guiding day to day activities and acting as your mentor through the course.



Virtual Campus

Your central hub for Squared Online. It allows a blend of individual work, team collaboration, in-depth topic discussions, lectures, downloadable material, streamed video and guidance from mentors.



Practical Skills Sessions

These are all about technical, hands on skills. Whether it's looking at mobile responsive websites or setting up an adwords campaign, each toolbox will teach you how to use different tools or methods.



Hands on Projects

Each project will have a different focus, from understanding how to grow a business to serving clients as an agency. You'll get experience in group dynamics, organisation change, technology, platforms and strategy. So you'll get a holistic experience of each project, making it easier to apply in real life.



Assessment Throughout

There is no final exam but you'll be continually monitored using real life case studies and peer and tutor assessment – so you'll be able to keep track of your progress and results to help ensure you gain your certificate.

[You, Squared]

As a Graduate of Squared you'll...

Understand the Whole Picture: Technology, Strategy, Execution

To really fly in digital you need to understand the technology, the best ways to use it, and how to manage teams to execute ideas in the most efficient way. Squared gives you a rounded view and a real working context.



84%

OF PILOT INTAKE TOOK ON
MORE RESPONSIBILITY
OR PROMOTED AFTER
COMPLETING SQUARED

Have the Mindset You Need to Drive the Digital Industry Revolution

We learn through experience, through making mistakes, and trying out ideas, not by being told. With Squared Online you'll be working with others on real projects to give you experiences you'll be able to draw on throughout your career.



92%

FEEL MORE CONFIDENT
DISCUSSING DIGITAL
STRATEGY AND EXECUTION
SINCE SQUARED.

Hold a Respected Certificate

Created with Google, endorsed by the IPA, and respected by brands, agencies and employers, the Squared Online Certificate in Digital Marketing will demonstrate you have the right skills for the digital age.



Be Part of the Squared Network

More than a course, more than a qualification, we are a network of future digital marketing leaders that you will be able to draw on throughout your career.



99%

RATED THE SQUARED
EXPERIENCE EITHER A
4 OR 5 OUT OF 5.

[Do You Have What it Takes?]

Squared participants are...

- Fully committed; we're about action, not just words.
- Dynamic, bright, positive and hardworking
- Not afraid to have an opinion and contribute

Those who complete the program...

- Have the best marketing roles
- Are driving the industry revolution
- Are part of a high calibre network

Up to the Challenge?

Current participants range from CMOs and company founders, to account managers, to marketing executives and graduates. If you're...

- Working in marketing / media and need to develop expertise in digital
- Working in a professional / management role but not in marketing / media yet
- A graduate looking for a fast track into this competitive industry

...Squared Online could be for you.



Our people are now motivated, inspired, brighter, more focussed on digital – Squared is brilliant.

Ben Wood, Managing Director, iProspect

To qualify for Squared:

Squared is an advanced level certificate.

To meet the entrance criteria you'll need a first or second class university degree, **or either** of the following:

- Over 3 years work experience, ideally in marketing **or**
- A level 4 + marketing qualification (e.g. CIM Professional Certificate in Marketing)

You will also need an up to date LinkedIn profile.



[Start Dates and Pricing]

Start Dates

2013

- 5th November

2014

- 27th January
- 24th March

Future start dates TBC. Note there is a one-week mid course break, and we allow for public holidays, so course duration will range from 5.5 to 6 months.

Price and Payment Options

The Squared Online Certificate in Digital Marketing is priced at **£1,449** (£1,738.80 inc VAT).

Employer Funded Places

Squared is a powerful way to develop digital expertise and apply it instantly, so your employer may be interested in funding your place if they believe it will help you do your job better. It can be twice as efficient for your company to pay rather than you as an individual due to VAT, corporation tax, NI, and income tax: being funded by your company is almost always the most economical option. We can help create a business case to present to your employer.

Payment Options for Self Funded Individuals

Squared Online can be paid in two instalments over two months, or three instalments over three months, with no interest.

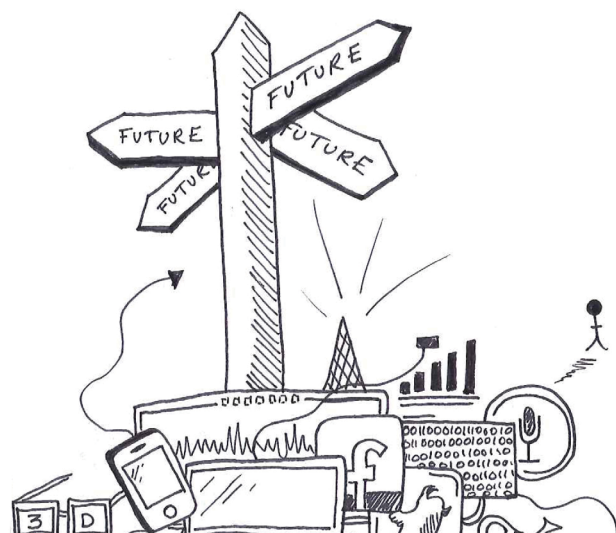
Corporate Packages

For larger companies there are packages for multiple places available. As a top employer you will also be invited to become a Squared Talent Partner. Benefits include access to the Talent Circle: CVs from the highest calibre Squares looking for jobs in digital.

Contact Account Director Phil Williams for more information: phil.williams@wearesquared.com (+ 44 7771 863 110)

Part Funded Award Places

As part of our mission to develop digital talent we want to make Squared as accessible as possible. Where employer funding is not an option we have made available a limited number of part funded award places. For those who get an award place we can fund up to 25% of the cost of the course. This is for individuals only and you'll need to complete a short application to provide evidence of eligibility.



How to Take the Next Step

To find out about place availability email admissions@wearesquared.com or call **0207 167 6614**

Mon – Fri 9am – 8.30pm | Sat & Sun 10am – 5pm



Squared is very collaborative and interactive – it's a network, not just an education programme. This forward looking culture is reflected in the learning experience of Squared Online, and it's now available to more future leaders than ever before.

Dan Cobley, MD, Google UK



+44 (0) 207 167 6614

Mon – Fri 9am – 8.30pm | Sat & Sun 10am – 5pm

Squared Online, Home Learning College,
1 Hammersmith Broadway, London W6 9DL

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