

Creative Performance

STRUKTŪRA

JŪSŲ LAUKIA:

15 mokytojų ir svečiai;

5 moduliai ir 20 temų jose, bei viską apjungiančios praktinės užduotys;

3 mėnesiai, 67 valandos, po du kartus savaitėje, po darbo vakarais.

DATA & ANALYSIS

Key performance metrics

How to read metrics and interpret

Understanding data importance in digital medium

Data on different channels

+Practical tasks

RESEARCH & STRATEGY

Research role in advertising

Research types and how to do it

Business > Marketing > Media goals

+Practical tasks

CREATIVE

Creativity in advertising intro

Insights

Concepts

Ideas

Insights mining

+Practical tasks

DESIGN & COPY

Design & Copy intro

How Design & Copy influences advertising

How to read and interpret Design & Copy

+Practical tasks

CREATIVE & PERFORMANCE TACTICS

Understanding workflow research: create -> data -> create

Creating performance advertising

Understanding performance scale

Preparing product for branding