



The Algorithm Agency

Module 1: Branding

Description of the course

Website Access

2 Months

- Week 1 Branding
- Week 2 Creating a Network
- Week 3 Your Business/Career
- Week 4 Types of Marketing
- Week 5 Social Media Hacking
- Week 6 Customers
- Week 7 Brain Hacking
- Week 8 Launch and Certif.

TAA Certification

Introduction Videocall

Core Identity Session

Online Resources

TAA Videos and Documents

What's Branding?

- Types of Brands
- Logos/Image
- Types of Income
- Why do you need a Brand
- Social Validation
- Life Career Goals
- Finding your Uniqueness

Week 1 Exam

Module 2: Creating a Network

- Analysing where you are
- Physical or Virtual Business?
- Changing your Routine
- Video-call "Closing the Project"
- Creating your Website (Wordpress, Wix, HTML...)
- Email Marketing
- Week 2 Exam

Module 3: Your business/Career

- Set your goals
- Create your 6 Weeks Plan
- Perfect Curriculum
- Getting Social Validation
- Week 3 Exam

Module 4: Types of marketing

- Digital Marketing Channels
- Value Creation
- What you learn from Oxford
- Seed Marketing
- Shiny New Toy Syndrome
- Risks for your Brand
- Week 4 Exam

Module 5: Social Media Hacking

- Facebook
- Google
- Instagram
- Youtube
- Linkedin
- Others
- Week 5 Exam

Module 6: Customers

- Cognitive Biases
- Short Term/Long Term
- Creating a community
- Leadership
- Influence
- Week 6 Exam

Module 7: Brain Hacking

- Learning daily
  - TED
  - Book Knowledge
  - The 5 Surrounding Strategy
- Proving your worth
- Tracking Analytics
- Week 7 Exam

Module 8: Launch and Certification

- Final Course Project
- Course Review
- Setting next goals
- Closure Videocall
- Week 8 Exam
- Certification Diploma