

The Idea Center launches MarketHack, a new digital marketing program

Submitted by the Idea Center at Miami Dade College

The Idea Center at Miami Dade College (MDC), Miami's hub of innovation and entrepreneurship, is launching a comprehensive professional training program in digital marketing called MarketHack. Registration is open now at theideacenter.co/markethack

The program, which will include workshops and public events, will tap into top industry experts and use real-life group projects to teach participants how to influence customers in the digital era, create connections, sell products and ultimately grow their businesses.

MarketHack aims to fill the gap in the South Florida marketplace for highly skilled and broadly knowledgeable digital marketers, a key discipline for any enterprise.

"Miami is a creative city with top marketing and advertising agencies, but there has not been a place to learn about the latest digital marketing tools and techniques—until now," said Leandro Finol, Executive Director of the Idea Center at MDC. "With MarketHack, we are creating a talent pipeline for the marketers of the 21st century."

The first MarketHack course, a 16-week introductory course in digital marketing, runs from August 25 through December 15, 2015. The course will cover the techniques and tools used by digital marketers to generate and sustain conversations with their customers and, more importantly, conversions. It will feature guests from the top creative agencies to expose students to state-of-the-art techniques in this fast-moving industry.

MarketHack courses will be taught by two top digital marketing professionals: Dan Grech, Vice President of Marketing at Offercraft, and Mike Schott, Director of online marketing at Open English.

"We have been hearing from employers across South Florida that they simply cannot find local talent in digital marketing. We aimed to solve that," said Grech.

The program will build relationships with local companies and creative agencies to create a pipeline for internships, apprenticeships and jobs. "República is committed to being a leader in South Florida's innovation ecosystem. As Miami emerges as the tech hub for the Americas, we are thrilled to partner with The Idea Center at MDC to launch MarketHack, a groundbreaking program that will cultivate some of the best and brightest digital marketing professionals in the country," stated Jorge A. Plasencia, República's co-founder, chairman and CEO.

Subsequent courses and workshops, with deep dives into specific topic areas, such as Search Engine Optimization (SEO) will roll out starting in 2016. The course costs \$1,499 for community members, with an early-bird price of \$999 until August 21. Current degree-seeking Miami Dade College students pay \$249.

For more information, please contact Leandro Finol at lfinol@mdc.edu.

WHAT: MarketHack: Introduction to Digital Marketing

WHEN: Tuesdays, August 25 thru December 15, 6p.m. - 9p.m.

WHERE: MDC, Idea Center Building 8, Fifth floor, 315 NE 2nd Ave