

## Schedule

The course lasts **6 weeks**.

Group practical sessions are held **online** once a week **on Fridays from 10:00 to 13:15** (4 academic hours with a short break) and **are mandatory**.

Recordings of sessions are available for additional practice and homework review.

Date	Time	Subject	Teacher
1.11	10.00	Module 1: Introduction to LinkedIn. Defining Your Professional Niche and Setting Goals	Julia Jolkin
8.11	10.00	Module 2: Creating and Optimizing a Profile for Your Goals	Julia Jolkin
15.11	10.00	Module 3: Advanced Search and Automation on LinkedIn	Julia Jolkin
22.11	10.00	Module 4: Choosing and Creating a Content Strategy	Julia Jolkin
29.11	10.00	Module 5: Creating and Optimizing a Service Promotion Funnel	Julia Jolkin
6.12	10.00	Module 6: Performance Evaluation and Self-Analysis	Julia Jolkin