HAWA ACADEMY

Course curriculum catalogue

Learning levels, outcomes, module sequences and practical projects.

For prospective learners and course planning

Version 1.0 - 9 October 2026. Original teaching material for 14 courses. Fictional practice cases are not claims about Hawa customer results.

Use the editable notes and source files to adapt examples. Check account features and run every class demonstration before teaching. Tools and interfaces may change.

Levels and progression

The durations are curriculum planning guides. Confirm the actual timetable, teaching format, fees and software access before enrolment. Practitioner includes Essentials, so the complete core path is 24 hours, not 32 hours. Advanced adds 12 hours.

Plan approximately 12 hours of independent practice for Practitioner and 6 hours for Advanced, adjusted to readiness and cohort needs.

Essentials - 8 guided hours

Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner - 24 guided hours total

Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced - 12 additional guided hours

Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Readiness and assessment

Use the diagnostic tasks before placement. A learner may use an Essentials workshop to explore a course without completing the Practitioner qualification. Practitioner completion requires all six core lab evidence records, a capstone score of at least 70/100, an independent oral walkthrough and no unresolved critical accuracy, permission or data-handling failure. Advanced also requires both extension labs and the clinic project. These are Hawa internal completion criteria, not vendor accreditation.

Provide a revision opportunity for gaps. Keep the same learning outcomes while adapting examples, pacing and support for college cohorts, adults and working professionals.

Learning pathways

Digital confidence: Computer Literacy, AI Foundations, then one AI tool course. Automation: Business Workflows and Python, followed by Codex when basic code is comfortable. Design: UI/UX explains research and decisions; Figma teaches the design-tool implementation. Product and marketing courses apply those skills to discovery and growth.

Course directory

- Computer Literacy & Digital Skills
- AI Foundations & Prompt Engineering
- Learn ChatGPT
- Learn Claude
- Learn Gemini
- Automate with Python
- Automate Business Workflows
- Learn Codex

- UI / UX Design
- Figma & Design
- Product Management
- Digital Marketing
- Automate SEO
- Automate PPC

Computer Literacy & Digital Skills

Develop practical skills for managing files, browsing, email, documents and spreadsheets. Build a foundation for further study, office work and learning AI tools.

Who it serves and what you need

First-time computer users, students and adults who want to become more independent with everyday digital tasks.

No previous training is required. Tell us which device you use and which tasks you find difficult.

Observable learning outcomes

- Organise, find and back up your files.
- Use the web and email with more confidence.
- Create a clear document and a simple spreadsheet.
- Recognise suspicious messages and manage account security basics.

Core modules - 24 guided hours

01. Get comfortable with your device

Practice: Complete a calm first workflow

02. Files you can find again

Practice: Build a retrievable learning folder

03. Browse and search effectively

Practice: Find and verify an instruction

04. Email and online communication

Practice: Prepare communication for review

05. Documents and spreadsheets

Practice: Create a useful learning pack

06. Stay organised and safer online

Practice: Build a safer routine

Computer Literacy & Digital Skills - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Advanced collaboration and data quality

Collaborate with traceable corrections

08. Advanced independent troubleshooting and digital readiness

Resolve and explain a digital task failure

Practitioner project

Prepare a Riverstone learner welcome pack with organised files, a verified source note, an unsent course email and an independently checked cost spreadsheet. Advanced learners add permission planning, data-quality review and troubleshooting documentation.

- Named folder with editable notes and verified PDF export
- Official-source search log and bookmark
- Unsent email draft with recipient/attachment checklist
- Cost spreadsheet and independent arithmetic checks
- Backup restore evidence and personal digital reference card

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

Before booking

Confirm starting level, device and account access, class timetable, software costs, fees and review arrangements. The curriculum describes learning work; it does not confirm a batch place or guarantee a job, ranking or business return.

AI Foundations & Prompt Engineering

Build a grounded understanding of generative AI and learn how to use an assistant for useful tasks. Practise clear prompting, verification and responsible handling of information.

Who it serves and what you need

Students, educators and professionals beginning to explore AI tools for learning or work.

Basic computer and internet skills. No programming or advanced mathematics is required.

Observable learning outcomes

- Explain the difference between AI, machine learning and generative AI.
- Choose a suitable task and set realistic expectations.
- Write prompts with context, examples and a clear output format.
- Check outputs and recognise when specialist or human judgement is needed.

Core modules - 24 guided hours

01. How to think about AI

Practice: Claim audit

02. Choose a practical use case

Practice: Use-case brief

03. Prompt engineering fundamentals

Practice: Prompt comparison

04. Work from source material

Practice: Source-backed action table

05. Use AI responsibly

Practice: Equivalent-input review

06. Create a repeatable workflow

Practice: Workflow playbook

AI Foundations & Prompt Engineering - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Advanced evaluation and error analysis

Mini evaluation study

08. Advanced reusable assistants and retrieval

Knowledge-pack maintenance

Practitioner project

Build a source-backed weekly work-assistant playbook for Riverstone Learning. Use at least three fictional inputs and one reviewed output per input. Show which facts the source supports and when the workflow pauses for clarification.

- Task and audience brief
- Versioned prompts and fictional sources
- Three reviewed outputs with source checks
- Evaluation table with a critical-error gate
- Peer-tested operating guide and assistance declaration

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

Before booking

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Learn ChatGPT

Use ChatGPT for writing, learning, document work and everyday research. Practise prompting in every module, compare revisions and build a reusable workflow you can explain.

Who it serves and what you need

Students, professionals and business owners who want to use ChatGPT for practical study or work tasks.

Basic computer and internet skills, plus access to ChatGPT. No coding is required. Feature availability and account requirements are confirmed before training.

Observable learning outcomes

- Turn a real task into a prompt with useful context and clear boundaries.
- Draft, summarise and organise information without inventing missing facts.
- Check sources, calculations and unsupported claims before using a result.
- Build and evaluate a reusable ChatGPT workflow with a prompt record.

Core modules - 24 guided hours

01. Start with an everyday task

Practice: Meeting notes to a checked update

02. Write prompts and improve drafts

Practice: A factual customer reply

03. Work from documents and tables

Practice: Checked extraction and reconciliation

04. Research and learn with evidence

Practice: A study guide with a claim ledger

05. Review visual and analytical work

Practice: A metric and visual-review brief

06. Build a reusable work routine

Practice: Three-case weekly assistant

Learn ChatGPT - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Evaluate prompts with a benchmark

A small prompt benchmark

08. Design safe multi-step assistant workflows

Extraction-to-draft review pipeline

Practitioner project

Build Riverstone Learning's checked weekly work assistant from fictional notes and a small course table. Test normal, incomplete and conflicting inputs; keep all outputs as drafts.

- Source pack with labels
- Reusable prompt and revision history
- Three checked weekly updates
- Evidence and arithmetic review record
- Operating guide with approval and manual fallback

Completion evidence

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Before booking

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Learn Claude

Use Claude for writing, document analysis, Projects and Artifacts. Practise prompting in every module, test revisions against clear criteria and build a repeatable work routine.

Who it serves and what you need

Students, professionals and business teams who want to use Claude thoughtfully in everyday work.

Basic computer skills and access to Claude for practical exercises. Account access and any paid features are confirmed before training.

Observable learning outcomes

- Turn a vague request into a clear brief with examples and constraints.
- Use relevant documents and project context to support a task.
- Iterate on a useful artifact or document.
- Verify claims, identify uncertainty and keep a person responsible for the result.

Core modules - 24 guided hours

01. Start with a useful task

Practice: A bounded planning memo

02. Brief Claude clearly

Practice: A reusable enquiry brief

03. Work with documents

Practice: Policy extraction with exceptions

04. Organise context with Projects

Practice: A maintained project source pack

05. Create and refine Artifacts

Practice: Class-readiness checklist artifact

06. Build a reliable routine

Practice: A reviewed enquiry playbook

Learn Claude - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Evaluate long-context and conflicting evidence

Multi-document evidence matrix

08. Run an artifact quality and handover clinic

Independent artifact review clinic

Practitioner project

Create Riverstone Learning's work-assistant playbook with a versioned source pack, reusable enquiry prompts and a class-readiness checklist. Projects/Artifacts are optional; text and standalone files are equivalent teaching paths.

- Approved source manifest with archived version
- Reusable task and project instructions
- Three source-checked enquiry replies
- Checklist with initial/partial/complete tests
- Handover, approval and fallback guide

Completion evidence

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Before booking

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Learn Gemini

Use Gemini for drafting, learning, document questions and repeatable work. Practise clear prompts in every module and build a checked assistant routine using sample material.

Who it serves and what you need

Students, professionals and teams who want a practical introduction to Gemini for everyday tasks.

Basic computer and internet skills and access to Gemini. No coding is required. Account, region and feature availability are confirmed before training.

Observable learning outcomes

- Write prompts that explain the task, context and required output.
- Summarise and question sample material while keeping source evidence visible.
- Develop reusable instructions for a repeatable task where supported.
- Evaluate results and document the human checks needed before use.

Core modules - 24 guided hours

01. Choose a useful Gemini task

Practice: Feasibility and access brief

02. Prompt for a clear result

Practice: Two-version FAQ comparison

03. Ask questions about source material

Practice: Course brief with evidence

04. Learn and research with a review plan

Practice: A checked micro-study guide

05. Work with images and reusable instructions

Practice: A reusable course-card reviewer

06. Evaluate and hand over the workflow

Practice: Customer-briefing operating guide

Learn Gemini - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Compare evidence and counterexamples

An evidence-based answer comparison

08. Design portable assistant instructions

Reusable-instruction portability clinic

Practitioner project

Build Riverstone Learning's reusable customer briefing assistant from approved course facts, including a FAQ, source-checking ledger and three evaluated cases. Use a local template or an available Gem/skill without requiring optional tools.

- Approved labelled course facts
- Portable reusable instructions
- Three checked briefs and FAQs
- Prompt comparison and source ledger
- Operating, migration and human-review guide

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

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Automate with Python

Learn Python by building useful tools for files, spreadsheets, reports and everyday tasks. Start with the basics, then make your scripts dependable.

Who it serves and what you need

Students, office professionals and new developers who want to replace repetitive computer tasks with reusable code.

Comfort using a computer and managing files. No prior Python experience is needed; basic programming knowledge helps.

Observable learning outcomes

- Write readable Python using functions, loops and collections.
- Organise files and transform CSV data without changing the originals.
- Connect to an authorised API and handle missing or invalid responses.
- Test, document and safely rerun an automation.

Core modules - 24 guided hours

01. Your first useful script

Practice: Materials cost calculator

02. Logic you can reuse

Practice: Category summary

03. Files, folders and safe changes

Practice: Dry-run file organiser

04. Spreadsheet and report workflows

Practice: Validated weekly report

05. APIs and repeatable workflows

Practice: API-response validator

06. Test, package and hand over

Practice: Report capstone and handover

Automate with Python - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Advanced robust pipelines and data contracts

Versioned report pipeline

08. Advanced scheduling, observability and recovery

Recovery drill

Practitioner project

Create a reusable weekly report assistant using the supplied sales CSV. Validate the contract, retain exception reasons, prevent duplicate counting and produce a report another learner can reproduce.

- Working Python source and fixed sample input
- Validation and duplicate policy
- Report JSON and exceptions CSV
- Meaningful normal, empty and malformed tests
- Peer-tested README with rerun and recovery instructions

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

Before booking

Confirm starting level, device and account access, class timetable, software costs, fees and review arrangements. The curriculum describes learning work; it does not confirm a batch place or guarantee a job, ranking or business return.

Automate Business Workflows

Map how work moves through your business, find a useful automation opportunity, and prototype it with clear checks and a human approval step.

Who it serves and what you need

Business owners, operations teams and professionals working with enquiries, reporting, follow-ups or repetitive administration.

Basic computer and spreadsheet skills. Bring a sample process; coding experience is optional.

Observable learning outcomes

- Separate useful automation opportunities from tasks that need judgement.
- Map triggers, data, actions, approvals and exceptions.
- Prototype a workflow using sample business data.
- Measure results and document how to operate or pause the workflow.

Core modules - 24 guided hours

01. Find the right process

Practice: Automation opportunity brief

02. Map the workflow

Practice: Enquiry flow map

03. Prepare the data

Practice: Enquiry data contract

04. Build a small prototype

Practice: Spreadsheet workflow prototype

05. Add AI with a purpose

Practice: Classification evaluation

06. Operate and improve

Practice: Operating guide and pilot review

Automate Business Workflows - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Advanced idempotency and integration contracts

Retry and duplicate simulator

08. Advanced workflow economics and change control

Pilot decision memo

Practitioner project

Build an enquiry-to-reviewed-draft workflow for Riverstone Learning using the supplied fictional records. The workflow must validate inputs, route exceptions, prepare source-backed drafts and retain human review.

- Opportunity brief and baseline assumptions
- Process map with exception branches
- Field contract and validated tracker
- Prototype plus normal, duplicate and failure evidence
- Operating guide with ownership, pause and fallback steps

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

Before booking

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Learn Codex

Learn a practical workflow for coding with Codex: give clear requirements, provide project context, inspect changes, run checks and iterate towards a working result.

Who it serves and what you need

Students, aspiring developers and existing developers who want to work more effectively with an AI coding assistant.

Basic familiarity with code, a terminal and files. Python automation is a useful starting point if you are new to programming. Codex access is required for exercises.

Observable learning outcomes

- Write a task brief with clear scope and acceptance criteria.
- Help an agent understand the relevant files and conventions.
- Inspect a change, reproduce an issue and assess test results.
- Deliver a small project with a clear record of what you verified.

Core modules - 24 guided hours

01. Set up a small project

Practice: Reproducible starter baseline

02. Write an actionable brief

Practice: A testable search feature brief

03. Provide useful project context

Practice: Context and conventions exercise

04. Build and review a feature

Practice: Fee summary with independent checks

05. Debug with evidence

Practice: Case-normalisation regression

06. Finish with a clear handover

Practice: A reproducible project handover

Learn Codex - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Plan resilient changes and review trade-offs

Validated totals with failure cases

08. Run an independent code-review clinic

Final independent-review clinic

Practitioner project

Build and hand over Riverstone Learning's offline course catalogue helper: case-insensitive search, exact-slug lookup and fee summary. Keep the fixture fictional and require review before any external integration.

- Working Python source and unchanged sample fixture
- Feature briefs and acceptance criteria
- Meaningful unittest suite with fail-before/pass-after regression
- Reviewed diff and actual verification log
- README with setup, usage and limitations

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

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UI / UX Design

Move from a user problem to a tested interface. Learn research, user flows, wireframes, visual design and prototyping through one focused design project.

Who it serves and what you need

Aspiring designers, students, founders and developers who want to create clearer digital experiences.

Basic computer skills and curiosity about how people use websites or apps. No design background is required.

Observable learning outcomes

- Write a focused problem statement grounded in user needs.
- Create flows and wireframes for a complete task.
- Build consistent screens with accessible typography and states.
- Test a prototype and explain the reasoning behind your decisions.

Core modules - 24 guided hours

01. Understand the people and problem

Practice: Investigate a real decision without leading

02. Structure the experience

Practice: Map an understandable learner journey

03. Wireframe before polishing

Practice: Wireframe the whole task

04. Build a visual system

Practice: Apply a small accessible UI kit

05. Prototype and test

Practice: Run and learn from two sessions

06. Explain and hand over

Practice: Deliver a defensible case study

UI / UX Design - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Advanced research synthesis and inclusive evaluation

Build an evidence and inclusion plan

08. Advanced service journeys and design quality

Review the service before launch

Practitioner project

Design Riverstone's course discovery and enquiry experience from a focused research question through wireframes, accessible visual intent, prototype evaluation and handoff. Advanced learners add inclusive research planning and a service blueprint.

- Research plan, anonymised notes and problem statement
- Content architecture, task flow and complete state wireframes
- Visual kit, responsive screens and task prototype
- Observation log, revision, retest and limitations
- Case study, annotated handoff and pending implementation checks

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

Before booking

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Figma & Design

Learn Figma through visual foundations, auto layout, reusable components, prototyping and clear developer handoff. Build a responsive course enquiry experience.

Who it serves and what you need

College learners, adult beginners, aspiring designers, founders and professionals who want practical interface-design skills.

Basic computer and browser skills. A Figma account with edit access supports the core labs; paid-plan features have manual alternatives.

Observable learning outcomes

- Use frames, grids, typography and spacing deliberately.
- Build responsive components and test longer content.
- Create a prototype with happy and error recovery paths.
- Prepare a design handoff and a clear project case study.

Core modules - 24 guided hours

01. Figma workspace and design foundations

Practice: Build a navigable first file

02. Layout, grids and typography

Practice: Create a deliberate course layout

03. Auto layout and responsive components

Practice: Make the course card resilient

04. Components, variants and design tokens

Practice: Build a small reusable system

05. Interactive prototypes and usability checks

Practice: Test a complete enquiry task

06. Design handoff and portfolio presentation

Practice: Package a usable handoff

Figma & Design - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Advanced design systems and theme governance

Govern a small theme release

08. Advanced responsive critique and implementation review

Run a design quality clinic

Practitioner project

Design Riverstone's responsive course catalogue and enquiry experience in Figma, showing component reuse, clear states and honest test evidence. Practitioner requires Modules 1-6; Advanced adds theme governance and a stress-test clinic.

- Organised source file and responsive course/enquiry screens
- Reusable card/button/field components and local token table
- Happy-path and missing-email prototype routes
- Anonymised usability observations, revisions and scope limits
- Annotated handoff, verified exports and a five-minute case-study presentation

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

Before booking

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Product Management

Learn to discover user needs, prioritise opportunities and guide a digital product from an idea to a measured release. Build a product brief, roadmap and experiment plan using a practical case study.

Who it serves and what you need

Aspiring product managers, founders, designers and professionals who want to turn user problems into clear product decisions.

Basic computer skills. No coding background is required; bring a product idea or use the sample case.

Observable learning outcomes

- Connect a user problem to a business goal and a useful success measure.
- Use discovery evidence to compare opportunities and prioritise a small first release.
- Write a product requirement with acceptance criteria and understandable trade-offs.
- Plan an experiment, interpret results and communicate the next decision.

Core modules - 24 guided hours

01. Understand the product role

Practice: Write a product decision brief

02. Discover user needs

Practice: Create an evidence-backed opportunity brief

03. Prioritise useful opportunities

Practice: Prioritise without false precision

04. Write a clear product requirement

Practice: Specify an enquiry increment

05. Measure and learn

Practice: Prepare a useful measurement brief

06. Launch and communicate

Practice: Plan a responsible release

Product Management - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Advanced product strategy and portfolio choices

Defend a focused product strategy

08. Advanced experiment review and product governance

Chair an evidence review clinic

Practitioner project

Propose and specify a small Riverstone course-discovery/enquiry improvement. Explain the problem, evidence, prioritisation, acceptance criteria, measurement and release readiness. Advanced learners add capacity strategy and an experiment-review decision log.

- Outcome, stakeholder and discovery brief
- Opportunity evidence and prioritisation sensitivity table
- Product requirement with normal/error acceptance criteria
- Defined funnel, guardrails and evaluation plan
- Readiness, audience communications and decision log

Completion evidence

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Before booking

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Digital Marketing

Learn to connect an audience, a useful offer and a practical channel plan. Explore SEO, content, email, social media and paid search, then create a campaign brief and a measurement framework.

Who it serves and what you need

Students, founders, business owners and aspiring marketers who want a practical foundation in planning and evaluating digital campaigns.

Basic computer and internet skills. No previous marketing experience is required; exercises can use a fictional business.

Observable learning outcomes

- Define an audience, offer and customer journey using evidence and clear assumptions.
- Choose channels around goals, resources and the audience's intent.
- Create consistent campaign content and a usable landing-page brief.
- Plan measurement, compare results and explain what the evidence can support.

Core modules - 24 guided hours

01. Audience, offer and goals

Practice: Audience and offer brief

02. Build a channel plan

Practice: Channel plan

03. Create content that helps

Practice: Two-week content calendar

04. Design the campaign journey

Practice: Campaign journey prototype

05. Measure the outcome

Practice: Measurement plan and funnel report

06. Review and improve

Practice: Campaign review memo

Digital Marketing - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Advanced campaign economics and attribution

Campaign economics memo

08. Advanced lifecycle design and experiments

Lifecycle and experiment plan

Practitioner project

Create a complete digital campaign plan for Riverstone Learning. Include audience evidence, a supported course offer, channel roles, content, an enquiry journey and a measurement and improvement plan.

- Audience, offer and goal brief
- Reconciled teaching budget and channel plan
- Two-week content calendar and three reviewed samples
- Landing-page, form and response journey
- Event definitions, funnel calculations and test decision memo

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

Before booking

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Automate SEO

Automate repeatable SEO research, technical checks and reporting while keeping content decisions under human review. Work with sample Search Console and crawl exports to build a prioritised SEO workflow.

Who it serves and what you need

Marketers, website owners and SEO practitioners who want a repeatable way to audit, organise and report on search performance.

Basic familiarity with SEO and spreadsheets. Python knowledge is useful for code-based exercises; a spreadsheet-based workflow can be used.

Observable learning outcomes

- Prepare consistent search and crawl datasets with clear definitions.
- Automate checks for broken links, metadata gaps and indexability signals.
- Build an evidence-based content improvement queue.
- Report trends and exceptions without promising rankings or publishing unchecked content.

Core modules - 24 guided hours

01. Define a useful SEO workflow

Practice: Write the review contract

02. Prepare search data

Practice: Validate the search fixture

03. Automate technical checks

Practice: Build a reproducible issue list

04. Organise content opportunities

Practice: Create an evidence-backed improvement queue

05. Build reports and alerts

Practice: Generate a monthly-style review report

06. Test and operate the workflow

Practice: Exercise the failure checklist

Automate SEO - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Advanced: AEO / GEO with evidence and useful answers

Build a verified learner FAQ

08. Advanced: Read-only SEO reporting and monitoring

Design an extraction contract

Practitioner project

Create a reviewed monthly SEO operations pack for fictional Riverstone Learning using supplied search and crawl tables. Validate inputs, build technical and content queues, compare complete periods and document human review. Essentials uses modules 1-2 for an 8-hour brief-and-data assignment; Practitioner uses modules 1-6 over 24 hours; Advanced adds modules 7-8 and a four-hour clinic for 12 additional hours. No automatic publishing or ranking promises.

- Validated search and crawl datasets with field dictionary
- Deterministic technical issue queue
- Evidence-linked content briefs and approval owners
- Comparable-period report with threshold and completeness log
- Runbook, test matrix and manual fallback

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

Before booking

Confirm starting level, device and account access, class timetable, software costs, fees and review arrangements. The curriculum describes learning work; it does not confirm a batch place or guarantee a job, ranking or business return.

Automate PPC

Build a PPC reporting and review workflow using sample campaign data. Learn data checks, pacing reports, rule design and approved changes without letting an automation spend or publish unchecked.

Who it serves and what you need

Paid-search marketers, agency teams and business owners who want clearer reporting and more consistent campaign review.

Basic understanding of paid-search campaigns, budgets and conversions. Spreadsheet skills are required; API or script extensions are optional.

Observable learning outcomes

- Validate campaign metrics and distinguish reported conversions from business outcomes.
- Build spend pacing and performance reports using agreed definitions.
- Design rules with thresholds, exclusions, budget limits and approval steps.
- Test recommendations on sample data and document how to pause a workflow.

Core modules - 24 guided hours

01. Set the measurement foundation

Practice: Write the campaign measurement brief

02. Prepare campaign exports

Practice: Reconcile a campaign fixture

03. Automate reporting and pacing

Practice: Build the pacing worksheet

04. Design rules with guardrails

Practice: Build a recommendation rule matrix

05. Explore scripts and authorised APIs

Practice: Map a read-only response fixture

06. Test recommendations and hand over

Practice: Run the handover acceptance suite

Automate PPC - project and progression

Levels for this course

Essentials: 8 guided hours. Modules 1-2. An introduction with readiness checks and a small reviewed artifact.

Practitioner: 24 guided hours total. Modules 1-6, including Essentials. Guided labs and an assessed practical project.

Advanced: 12 additional guided hours. Modules 7-8 plus a four-hour extension clinic after practitioner readiness.

Advanced extension

07. Advanced: Attribution and measurement quality assurance

Audit a synthetic event trace

08. Advanced: Experiment planning and evidence-based review

Draft an experiment review memo

Practitioner project

Build a PPC pacing and review assistant for fictional Riverstone Learning. Validate campaign exports, reconcile totals, calculate ratios and conditional pacing, and prepare a human-reviewed rule queue. Essentials covers modules 1-2 in 8 hours; Practitioner covers modules 1-6 in 24 hours; Advanced adds modules 7-8 plus a four-hour clinic for 12 additional hours. The pack must make no live account changes.

- Clean campaign dataset and field dictionary
- Metric reconciliation and denominator checks
- Pacing report with assumptions and lag labels
- Recommendation rules, boundary tests and review owners
- Operating guide, snapshot log and manual fallback

Completion evidence

Complete the core labs, submit the project evidence, meet the 70/100 rubric threshold and demonstrate the work independently. A critical unsupported factual result or unauthorised action requires correction before completion.

Before booking

Confirm starting level, device and account access, class timetable, software costs, fees and review arrangements. The curriculum describes learning work; it does not confirm a batch place or guarantee a job, ranking or business return.