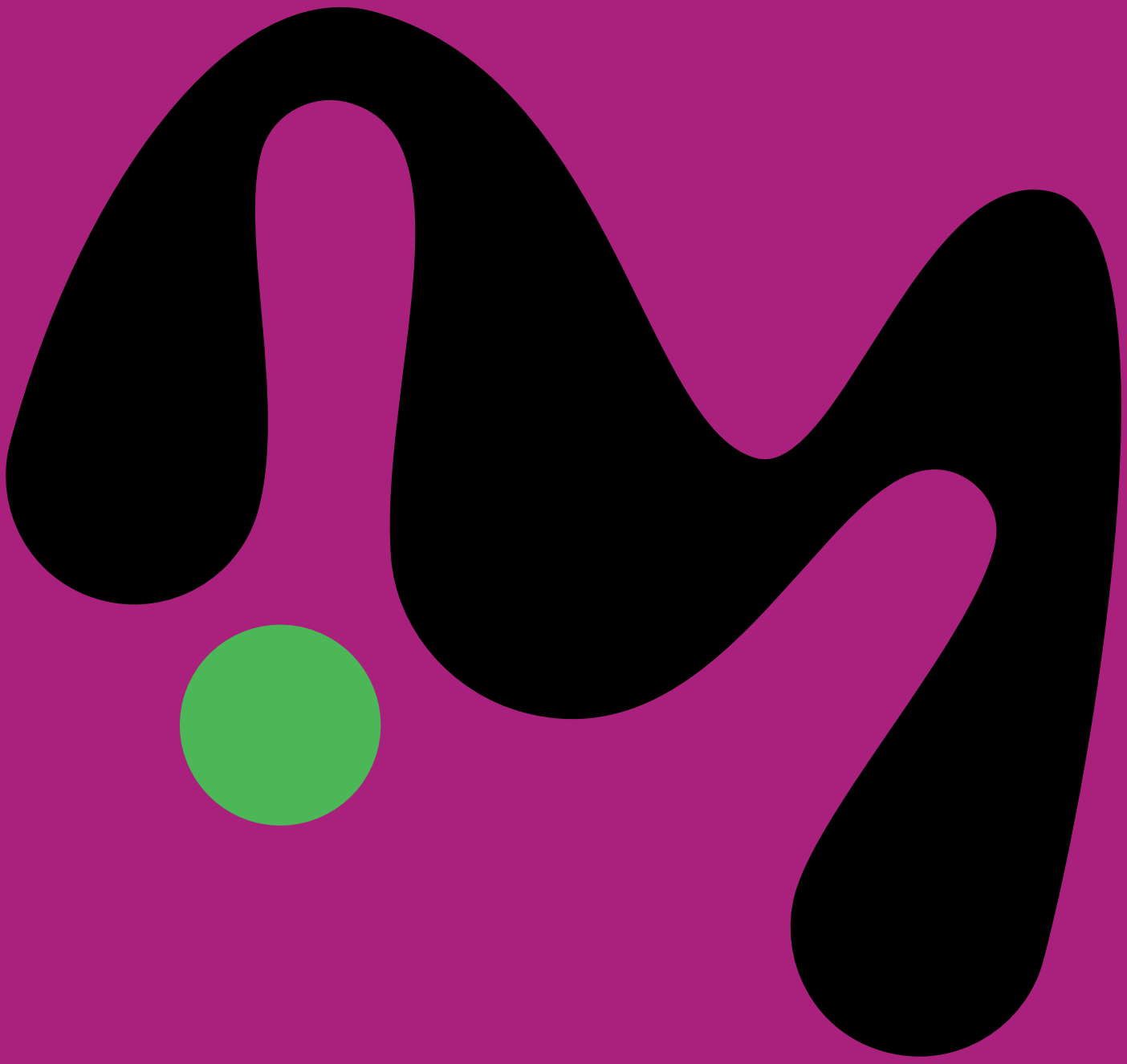
MIAMI AD
SCHOOL
SRI LANKA



Strategy Bootcamp

Hello!

We cultivate unconventional minds.

The world we've built is a mosaic of self-identified creatives,
those who are yet-to-identify as creatives
and unfulfilled professionals who need to fall in love again,
or for the very first time.

Creativity is our lifeblood –

and we see humanity with the pink-hued glasses of passion,
innovation and artistic revolution.

Because the world needs the absurd, the audacious,
the wildly optimistic.
Fear and discomfort are the hallmarks of growth.
Exceptional creativity takes well-honed resilience.
Creativity needs cross-pollination to thrive.
Remarkable thinking is realized through remarkable craft.

We teach students that creativity is their superpower.
You can use it to build brands, start new ventures,
and champion beliefs that are important to you.

Welcome to the Colombo home of the best creative school in the world.

You belong here.

Strategy Bootcamp

CANNES LIONS

Miami Ad School
Future Lions
School of the Year

Atlanta • New York • **Miami** • San Francisco • **Berlin** • Mumbai
Toronto • Buenos Aires • **Mexico City** • Sydney • **Madrid**
Hamburg • **Rio De Janeiro** • Sao Paulo • **Punta Cana** • Colombo

The Gunn Report
School of the Year
for 4 consecutive years

THE GUNN REPORT

Strategy Bootcamp

Say yes
to this Strategy Bootcamp
if you're passionate about
mind-mapping
the human experience,
and you either already are

or want to become

a tour de force of insights
and the first building block
of ideas that
change the world.



Strategy
Bootcamp

Here's what you get out of it

The purpose of the three-month program is giving you the skills, experience and network you need to shift your career to next level -

+ Diploma certificate

+ Miami Ad School Bootcamp alumni status

+ Access to a global alumni network of the industry's best strategists

Learning + Developing + Expanding + Performing

This is a 12-week diploma program with the primary purpose of assisting students and professionals in developing the skills that can take their careers to the next level.

Miami Ad School also supplies graduates with job leads throughout their career.

Our institutional graduate placement rate is well over 90% globally.

Strategy Bootcamp

12 weeks of rebooting your mind into a powerful network of informed imagination.



A 3-month virtual immersion into strategic thinking –
With industry experts guiding you to hone core skills,
build a unique body of experience and network better, faster
and more impactfully to jumpstart the next phase of your career.

Get hands-on with client work and collaborate with
unique minds – opening yours to knowledge that unlocks
the true goldmine of data and discoveries that we humans are.

Strategy
Bootcamp

Who is this program for?

You're working in research, marketing, sales or account management and dream of separating yourself from the pack.

You're fascinated by human behavior, business systems, technology and experiences. Or maybe you graduated quite recently and have done a few internships.

You know that you want to get into strategy –
but what's at the heart of it?
What skills really give you an edge?
Where can I find a network of industry connections?

Choose this program if you either already are or want to become a:

- Brand Executive
- Brand Manager
- Brand Strategist
- Marketing Executive
- Marketing Manager
- Entrepreneur
- Strategist
- Account Executive
- Account Manager
- Account Planner
- Digital Marketer
- Communications Manager
- Creative Director
- Associate Creative Director

Strategy Bootcamp

A strategist starts by asking the simplest question.

Why?

And the answers live everywhere – data, science, mythology – all and anything in between that unearths what makes the world tick. The opportunities that spark ideas, give birth to innovative experiences, ignite product solutions and even inspire the total transformation of a brand or business.

Sounds exciting, right? To be holding all the dots that complete the Ts, and all the crosses that give meaning to the Is?

With all of today's talk of data, technology, marketing automation and artificial intelligence – strategy has never been harder to define... or more integral for businesses to religiously enlighten themselves with.



This program is different

In 12-short weeks you can fast track your strategy career.

You'll learn by doing.
A powerhouse group of top global strategy professionals will be your personal mentors.

You'll do first-person research, find compelling insights, and develop strategies.

You and your team will work on a live client brief.

It's not about whose idea it is, it's about the team and the process that gets you to great ideas.

Maybe the client likes the team's idea and implements it.

Miami Ad School's Strategy Bootcamp students and their creative teams around the world have developed new products, helped launch start-ups and worked with big brands like Instagram, Google, Starbucks, Ford and Burger King.

Strategy Bootcamp

The Strategy Bootcamp culminates with a real project presented pitch-style to a client

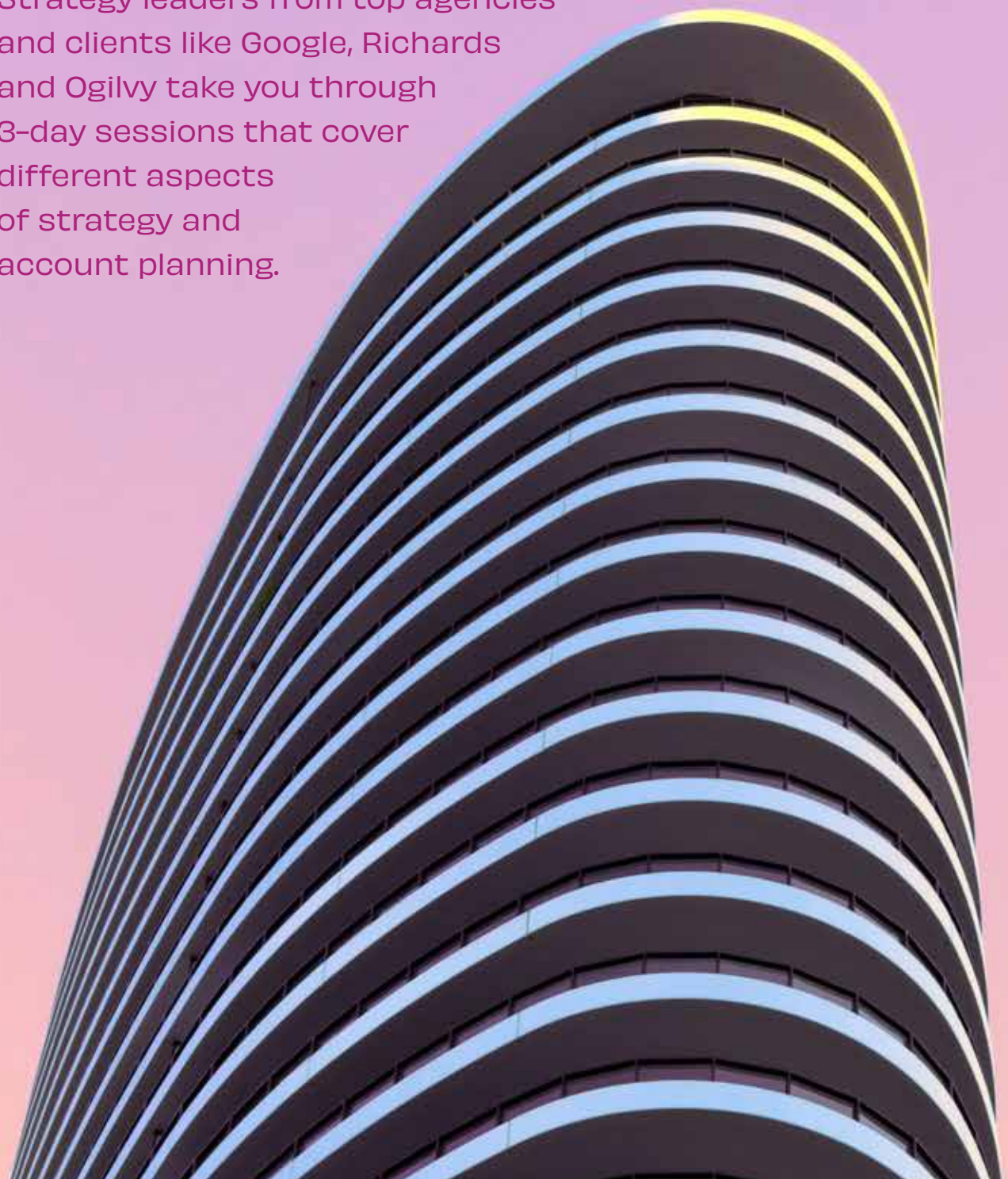


In 12 mind-expanding weeks you'll learn to understand and analyze data, develop and articulate insights and write effective creative briefs that are the blueprint of great campaigns.

Strategy Bootcamp

Each week, your instructor will be a different global strategy leader

Strategy leaders from top agencies and clients like Google, Richards and Ogilvy take you through 3-day sessions that cover different aspects of strategy and account planning.



Strategy Bootcamp

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Strategy Bootcamp

Sample schedule

- 3 module sessions per week
- 6 hours of online classes per week
- 3 - 5 hours of assignments
- Industry Hero sessions (selected weeks)

Monday	-	main module classes from 7 pm to 9 pm IST
Tuesday	-	main module classes from 7 pm to 9 pm IST
Wednesday	-	main module classes from 7 pm to 9 pm IST
Thursday (selected)	-	Industry Hero session from 7 pm to 9 pm IST

At the end of the strategy bootcamp, they will work on a live client brief.

The representatives will inform them of their company's philosophy, culture and give insight into their brand.

Students are expected to prepare their presentation based on the brief received and present it to the representatives and a panel of judges.

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Strategy Bootcamp

Tuition & Materials

Tuition fee: LKR 275,000

Application fee: LKR 25,000 (non-refundable)

Total bootcamp fee: LKR 300,000 (3- part installment plan available)

0% Installment Plan available upto 12 months on selected credits cards through myfees.lk

USD 1250
(for International Students)

Essential Requirements:

- Access to Zoom, One Drive & WhatsApp
- Video presence is required throughout
- 80% attendance is mandatory

Modules



Strategy Bootcamp

Module 1: The Role of Strategy

An overview of the strategy discipline.

Understand the many types of strategy including brand, content, social, experience, and many more.

Start to identify your strengths and the type of strategist you want to become.



Strategy Bootcamp

Module 2: Understanding the Challenge - Defining the Problem

Learn to uncover the core business and marketing challenge or opportunity.

Examine the challenge through the lens of the consumer, competition, category and culture.



Strategy Bootcamp

Module 3: Research Methodology for Great Insights

Learn about the different research tools, which ones are right for a specific project and how to transform data into knowledge and insight.

Discuss the pros and cons of traditional quantitative and qualitative tools to newer tools like Google Insights, online forums, discussion groups, and social listening.



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Module 4: Brand Architecture & Positioning

Differentiate between weak and strong insights. Identify a core insight that connects the brand and the audience. Learn to ideate and build a brand positioning around this meaningful insight.



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Module 5: Customer Journey & Opportunity

Explore new ways of thinking like digital product innovation, service design, as well as newer tools such as AR, VR and AI.

Use agile thinking and strategy to create ideas and bring them to life through prototypes.



Module 6: Communication Planning & Experience Design

Identify all the touch points in which a user and brand can interact. Where are the unmet needs? What are the moments of opportunity?

How do you integrate all the touchpoints together to create a connected ecosystem?



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Module 7: Owning the Process

Understand the universe of media and platforms from traditional media to digital, mobile, social and everything in between. Learn the efficiency and efficacy of different channels and when to use one vs. another.



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Module 8:
New Business Storytelling

Now you know how to create an ecosystem of touchpoints. Examine how these can be activated to create delightful, brand experiences for your audience.



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Module 9: Measuring Coherence & Business Impact

Smart research, insights and ideas will fall flat without a good story to engage your audience whether it's your supervisor or client.

Learn to use the principals of storytelling (themes, archetypes, and mythology) to create engaging presentations.

Identify win themes, determine roles and casting of the team members and different ways to close a presentation.

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Module 10: Owning Your Career Strategy

Learn how to navigate the agency landscape and identify the right strategist role for you. Discover your niche, gain expert tips for job interviews, and build lasting connections within the gigeconomy and the wider strategy community.

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Industry Hero Sessions

Industry professionals from all over the world including Creative Directors, Designers, Art Directors, Copywriters, Content Developers, Social Media Strategists, Planners, Chief Marketing Officers, and Data Analysts give presentations covering the latest trends, techniques and other aspects of the business.



Strategy Bootcamp



Peer Reviewed Assignments

The Program Director provides practical exercises to help the students learn the topics of the week.

Assignments are given to the participants based on the weekly topics.

The participants are expected to complete the assignments on a timely manner.

As a requirement of the program, each participant is expected to review the assignments of all other participants and provide feedback.

Peer reviewing enables participants to learn essential skills like evaluating work, identifying quality levels, and providing feedback.

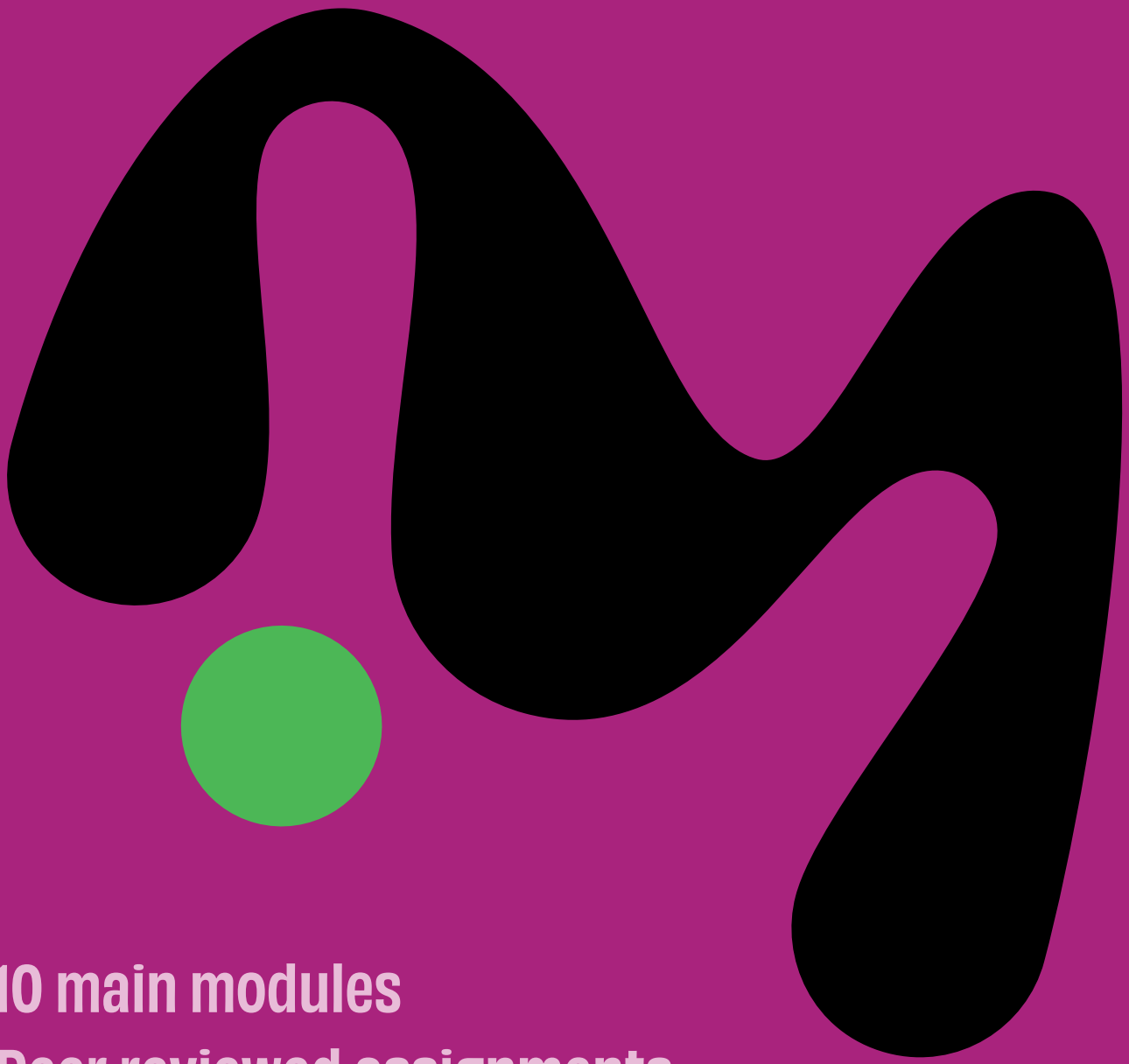
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Client Pitch

Throughout the term, strategy students work in teams to develop campaigns, new products, or business solutions based on the insights and briefs they create, culminating in an opportunity to learn how to make client pitches.

The bootcamp culminates in a live client project. Student teams give pitch-style presentations to an actual client who selects the winning team.





- 10 main modules
- Peer reviewed assignments
- Industry Hero session (selective weeks)
- 1 individual project
- 1 client pitch
- 12 weeks that will transform your career

Strategy Bootcamp

Strategy Bootcamp

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Contact us for more details

+94 741 517 415

miamiadschool.lk

hello@miamiadschool.lk

@miamiadschool_sl

Miami Ad School Sri Lanka
318, Galle Road, Colombo 04

@MiamiAdSchoolSL

For Corporate Registrations:

+94 765 949 622 (WhatsApp)

mahesha@academics.lk