

BILLY GENE IS MARKETING www.billygeneismarketing.com

A.I. Powered Advertising Agency Accelerator's

ACADEMIC COURSE CATALOG 2025

Physical Classroom Studio Address: 1133 Columbia St #102, San Diego, CA, 92101

Phone number: (866) 436-3487

A.I. Powered Advertising Accelerator Course Catalog:

16-Week Plan of Action:

Apprenticeship: In real-time, we will provide you with skills, tools, and training to start an A.I. powered Digital Marketing Business OR bring your digital marketing in-house so that you don't have to rely on agencies, 3rd party websites, or referrals.

Implementation: This isn't about learning; it's about doing. By the end of the 16 weeks, you will have active advertisements and funnels to...

A) Sell more of your products or services for your current business with A.I.

Or

B) To scale your own A.I. Digital Marketing Business that gets paid to help businesses get customers

*Absolutely 0 tech experience required; A.I. does 90% of the work!

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

This catalog is effective January 1, 2025 – December 31, 2025.



Access: We've had everyone from former Super Bowl champions, doctors, lawyers, millionaires, and complete beginners graduate from our programs. Last year, we rented the San Diego Padres stadium and had speakers such as Ed Mylett and Daymond John from Shark Tank. Sometimes, it's not about what you know but *who* you know.

How it works:

1. Every Tuesday, we'll meet LIVE on Zoom or in person (if you are in San Diego) for 16 weeks.
2. Monday through Friday, you'll have access to the faculty staff (real humans) that will help you implement everything via Zoom & screen share.
3. Registration is available now for our ***January 7th start date.***

Testimonials:

We've had over 3,600 complete this program, and here's what a few of them had to say...

Mission & Objectives:

We believe in the power of innovation and are dedicated to providing exceptional academic service, excellence, and convenience for students worldwide. We aim to cultivate creativity and out-of-the-box thinking, which drives our mission to offer world-class education to the masses. We are committed to harnessing technology and AI to create effective instructional methods that broaden access to learning resources, continuously enhancing our student platform. Above all, we believe in nurturing a sense of confidence in our students, preparing them for future opportunities, and ensuring their success as individuals.

Institution Mission Statement: Our mission at Billy Gene Is Marketing is to provide world-class digital marketing education that empowers students to thrive in today's dynamic digital economy. We are dedicated to delivering an engaging and practical curriculum that blends theoretical knowledge with real-world application, helping

students become innovative and ethical leaders in digital marketing. Whether our students are new to the field or experienced professionals looking to elevate their skills, our goal is to equip them with the expertise needed to succeed. Through accessible online learning, we aim to provide students worldwide with the insights and strategic thinking necessary to make a meaningful impact in their careers and organizations.

Course & Institution Objectives: The goal of our A.I. Powered Advertising Agency Accelerator is to empower and equip our students worldwide with essential digital marketing skills, from strategy and content creation to analytics and campaign management, enabling them to drive impactful results. Through hands-on projects and realistic applications, we foster the skills to manage campaigns, integrate Artificial Intelligence, optimize prospecting, and enhance customer engagement across digital platforms. Ultimately, we aim to prepare future marketers who can adapt, innovate, and excel in the rapidly evolving digital marketing industry. As an online learning platform dedicated to changing lives through the power of digital marketing education, we are committed to providing transformative learning experiences that open doors to new opportunities and professional growth.

BGIM History:

We've worked with some of the largest companies and franchises in the world, including Procter & Gamble, Keurig Dr Pepper, Orangetheory, Massage Envy, Crunch Fitness, Corepower Yoga, European Wax Center, Club Pilates, Dave & Buster's, and Kia Motors.

- 1) We've helped, collaborated with, or interviewed most of the top entrepreneurs you follow.
- 2) Our advertisements have been seen over 1 billion times.
- 3) What we create and teach changes lives. Our impact to over 188,000 students in 75 countries has us ranked on the Inc. 5000 Fastest Growing Company 3 Years in a Row, nominated for San Diego Entrepreneur of the Year by Ernst & Young, ranked #129 for the Entrepreneur 360 Award, and Tony Robbins Impact Award Recipient.
- 4) We're partners with the co-founders of HighLevel, a software company that is worth over a billion dollars and services over 182,000 small businesses.

- 5) Nearly 1,500 5-star reviews.
- 6) We're a small but mighty team with an office in San Diego and a mission to change more lives. We can't wait to support you (warning: we're huggers)!

Licensing & Approvals:

At BGIM, we take great pride in our commitment to state authorization which means that our course complies with the standards established by state regulatory bodies, ensuring that you receive a valuable and recognized education. Whether you're a California resident or an international student, you can trust that our course will equip you with the skills and knowledge necessary to achieve your goals.

This institution is a private institution approved to operate by the California Bureau for Private Postsecondary Education. Approval to operate means the institution is compliant with the minimum standards contained in the California Private Postsecondary Education Act.

Currently, BGIM is operating as a nonaccredited institution, and students enrolled in an unaccredited institution are not eligible for federal financial programs. Therefore, BGIM does not participate in federal and state financial aid programs at this time.

Catalog Policies:

It is the policy of Billy Gene Is Marketing to provide a copy of this catalog to all prospective students prior to signing the enrollment agreement. Students can access a digital copy through our school's website, can download a PDF version, and may request a printed copy through contacting our Student Success Team. As a prospective student, you are encouraged to review this catalog before signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you before signing an enrollment agreement.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 1747 North Market Blvd., Suite 225, Sacramento, CA

95834, www.bppe.ca.gov, (916) 574-8900 or fax (916) 263-1897. A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's internet website www.bppe.ca.gov. The Office of Student Assistance and Relief is available to support prospective students, current students, or past students of private postsecondary educational institutions in making informed decisions, understanding their rights, and navigating available services and relief options. The office may be reached by calling (888) 370-7589 or (916) 574-8900 or by visiting www.bppe.ca.gov.

BGIM's catalog shall be updated annually. Annual updates may be made by the use of supplements or inserts accompanying the catalog. If changes in educational programs, educational services, procedures, or policies required to be included in the catalog by statute or regulation are implemented before the issuance of the annually updated catalog, those changes shall be reflected at the time they are made in supplements or inserts accompanying the catalog.

This catalog is effective January 1, 2025 – December 31, 2025.

Accessibility:

Our institution's school catalog is readily accessible to all prospective students and interested individuals through our online portal, which can be accessed directly from our website homepage. Additionally, physical copies of the catalog are available upon request by contacting our Student Success Team and can be mailed to individuals who express interest in receiving one. Upon request, we also distribute catalogs during studio tours, ensuring wide availability to anyone seeking detailed information about our academic courses, policies, and student life at Billy Gene Is Marketing.

At BGIM, we prioritize the accessibility of our staff, ensuring that our students receive support whenever they need it. Our online learning platform, High Level, operates 24/7, including holidays, to cater to the needs of our students around the world.

A key component of our world-class educational experience is the exceptional work of our dedicated faculty members. Their expertise and commitment contribute significantly

to creating a wonderful learning environment for our students. Through various communication channels such as email, chat, and High Level postings, our students and staff stay connected, fostering meaningful engagement and collaboration.

Classroom Facilities & Equipment:

Campus Tours: Tours of the classroom facilities are available to all prospective students and visitors upon scheduling.

BGIM Classroom/Soundstage- available to all students in San Diego *seats must be reserved in advance through our website:

BGIM's facilities, including heating and cooling, ventilation, lighting, classrooms, laboratories, and campus environs, remain well-maintained & uphold all valid permits required by any public agencies relating to the health and safety of the facilities and equipment.

The BGIM Soundstage is a professionally designed production environment featuring a 12'x16' LED video wall, an elevated presenter stage, and a multi-zone camera and sound system, complete with luxury theater-style seating. This setup provides participants with unobstructed views of the stage and video wall, where HD material is displayed with precision. The multi-zone audio system ensures pristine sound quality, while visually captivating design elements promote focus and enhance the immersive learning atmosphere. Operated by our talented production team, the BGIM Soundstage Production Studio captures the dynamic experience of a live event, even for remote viewers. With five high-definition cameras, meticulously crafted lesson materials, and crystal-clear video and audio, viewers enjoy a storytelling-like production that engages, informs, and inspires.

Equipment:

Custom 12'x16' LED Video Wall
Custom 20' x 10' Presenter Stage
Roland VR-50HD Multi-Format AV Mixer

Roland VR-8HD HD Video Switcher
Roland VR-1HD HD Video Switcher
Midas M32R 32 Input Digital Audio Console
QSC Sound 8 Speaker Multi-zone Sound System
Sony HD Cameras (2)
Lumens VC-A60SB 30x Automated Camera (1)
GoPro HERO HD Cameras (2)
Sony Wireless Lav and hand held Microphones (6)

BGIM Podcast / Audio Recording Suite:

The BGIM Podcast / Audio Recording Suite is a custom-designed audio production environment centered around a six-station podcast and broadcast desk, as well as a professional isolation booth, meeting the demands of podcasting, narration, and ADR with ease. Equipped with cutting-edge, industry-leading software for advanced editing, audio restoration, and mixing, this suite consistently delivers audio of the highest quality.

Equipment:

Custom Designed 6 Station Broadcast Desk
Pro Tools 2024 Digital Audio Workstation
Midas M32R 32 Input Digital Audio Console
Extensive Audio Plug-In Library
iZotope A.I. Powered Audio Restoration Software
Shure SM7B Microphones (6)
AKG C-414 Dialog/Vocal Condenser Microphone
Sennheiser MKE 600 Shotgun Condenser Microphone
Sterling Audio 8 Station Headphone Distribution System
Sony MDR-7500 Headphones (6)



Courses Currently Offered:

Billy Gene Is Marketing's 16 week A.I. Powered Advertising Agency Accelerator Course

Course Description:

Our 16-week A.I. Advertising Accelerator offers a comprehensive dive into the essential skills, tools, and strategies needed to succeed in the world of digital marketing. The program is designed for aspiring digital marketers, small business owners, entrepreneurs, or anyone looking to upgrade their digital marketing skills. Each week consists of a live virtual (or in-person if in San Diego, CA) hands-on assignments, real-world case studies, and collaborative projects. Students will learn a range of skills, from social media marketing & lead generation to strategic planning and data analysis, enabling them to create, manage, and optimize campaigns confidently.

Required Equipment: A computer and a reliable high-speed Internet connection.



Notice to Prospective Degree Program Students:

This institution is approved by the Bureau for Private Postsecondary Education to offer degree programs. To continue to offer degree programs, this institution must meet the following requirements:

- Become institutionally accredited by an accrediting agency recognized by the United States Department of Education, with the scope of the accreditation covering at least one degree program.
- Achieve accreditation candidacy or pre-accreditation, as defined in regulations, by July 1, 2017, and full accreditation by July 1, 2020. If this institution stops pursuing accreditation, it must:
- Stop all enrollment in its degree programs, and
- Provide a teach-out to finish the educational program or provide a refund.

An institution that fails to comply with accreditation requirements by the required dates shall have its approval to offer degree programs automatically suspended.

Institutional Representative Initials: _____ Date: _____

Student Initials: _____ Date: _____



BGIM Policies & Procedures:

Billy Gene Is Marketing develops and implements policies to advance our mission, manage institutional risk, promote operational efficiency, and achieve compliance with all statutory and regulatory requirements. It is the responsibility of all BGIM employees and students to review and familiarize themselves with our policies that pertain to them.

At BGIM, we are committed to providing a world-class education that prepares our students for success.

Refund Policy:

STUDENT'S RIGHT TO CANCEL: The student has the right to cancel and obtain a refund of charges paid through attendance at the first class session or the seventh day after enrollment, whichever is later.

Loan & Financial Aid Disclosure: If the student has received federal student financial aid funds, the student is entitled to a refund of moneys not paid from federal student financial aid program funds. If a student obtains a loan to pay for this educational program, the student will have to pay the full amount of the loan plus interest, less the amount of any refund and if the students.

A notice of cancellation shall be in writing, and a withdrawal may be effectuated by the student's written notice or by the student's conduct, including, but not necessarily limited to, a student's lack of attendance. BGIM will provide a pro rata refund of nonfederal student financial aid program moneys paid for institutional charges to students who have completed 60 percent or less of the period of attendance. BGIM shall refund 100 percent of the amount paid for institutional charges, less a reasonable deposit or application fee not to exceed two hundred fifty dollars (\$250), if notice of cancellation is made through attendance at the first class session or the seventh day after enrollment, whichever is later.

Any refund due will be issued within 45 days.

Cancellation and Voluntary Withdrawal Date/Procedure: The official withdrawal deadline for a full refund for the course is: _____ (7days after the class has been in session)

Contact administration in writing via email: accelerator@askbillygene.com

This email must be submitted before the course withdrawal deadline (as specified in the academic calendar & above). Late withdrawals may be allowed in exceptional cases, but students will need to provide supporting documentation.

Required Information in email: student's name, contact information, course details, reason for withdrawal, acknowledgment of withdrawal deadlines, and the potential impact on academic standing

Consider Alternatives - Although not required, students are encouraged to contact the instructor or administration to discuss their reasons for withdrawal and explore potential alternatives. Administration can offer guidance or suggest other options that may help the student avoid withdrawal, especially if there are academic difficulties.

Once the withdrawal is approved and processed by an official administrator or instructor, the student will receive a confirmation email or notification through the student portal. *

Late Withdrawal Requests: In exceptional circumstances (ex serious illness or family emergency), students may request a late withdrawal after the deadline. In such cases, students will be required to provide documentation (ex medical notes or proof of extenuating circumstances), and the request will be reviewed on a case-by-case basis by the academic or administrative office.

Administrative Withdrawal Policy: An administrative withdrawal may occur under the following circumstances-

Non-Participation- A student fails to actively engage in course activities or log into the learning platform for a specified period without notifying the instructor or administration.

Failure to Meet Academic Requirements- A student fails to meet the minimum required academic standards, such as failing to complete homework assignments on time.

Violation of Code of Conduct- A student violates BGIM's academic integrity or conduct policies, which may lead to an administrative withdrawal based on disciplinary action.

Depending on the timing and circumstances of the withdrawal, the student may be eligible for a partial refund of tuition, according to the institution's refund policy.

Admissions:

A complete application for admission must be submitted online through our website in order for a student to be considered for admission. No student is guaranteed admission, and BGIM reserves the right, in its sole discretion, to approve or deny an application for admission consistent with applicable laws and requirements. BGIM does not discriminate against students enrolled at the school on the basis of race, religion, color, gender, sexual orientation, genetic information, age, disability, or national origin. Arrangements for a tour of the school may be made by contacting the Student Success Department or scheduling directly via our website.

The school reserves the right to request any additional information necessary to evaluate an applicant's potential for academic success and deny admission to applicants who cannot demonstrate that they are capable of successfully completing and benefiting from the program, are prepared for postsecondary coursework, or lack interest in the program of study. In all cases, BGIM retains the sole discretion to determine whether or not the prior secondary or postsecondary training completed by the applicant is sufficient to satisfy the admissions requirements.

Minimum Age:

There is no minimum enrollment age. However, students must be of legal working age by their graduation date to be eligible for employment in their chosen profession. Additionally, a parent or guardian must sign the enrollment agreement for applicants under 18 years old.

Readiness Assessment/Ability to Succeed:

At BGIM, our utmost priority is for students to succeed & excel in our courses so in order to pass our course, students will need to demonstrate a mastery of key concepts, complete all homework assignments on time, utilize effective time management, and exhibit active participation throughout the 16 weeks. We will also provide progress check-ins to assess if our students are staying on track, managing the workload effectively, and engaging with course materials. Additionally, we welcome all feedback from our students throughout the course so we can continue to add support wherever and whenever needed!

Government-Issued Photo ID

Applicants must submit a government-issued photo ID. The following are examples of photo identification that are accepted by the school:

- Copy of a Valid State-Issued Driver's License
- Copy of a Valid State-Issued Identification Card
- Copy of a Valid Passport

Copies of military identification cards are not accepted.

BGIM POLICIES:

Grading Policy: Pass/Fail Criteria

To earn a passing grade (minimum overall score of 65%) and receive a certificate of completion, students must meet the following requirements:

- Homework Assignments (75% of Overall Grade): Students must complete and submit all assignments within 14 days of the assigned date and maintain a minimum average score of 65%.

- Attendance and Participation (25% of Overall Grade): Weekly attendance at live webinars is mandatory, and active participation may be required. A maximum of three unexcused or uncommunicated absences is permitted, as outlined in the Attendance Policy.
- Academic Integrity: Students must adhere to BGIM's Code of Conduct and uphold academic integrity standards.

Webinar/Live Class Attendance Policy:

Students are required to attend one virtual class per week throughout the course duration. Consistent attendance is essential for academic success, and students are expected to participate in all scheduled sessions.

For the 16-week course, students may accumulate a maximum of three unexcused or uncommunicated absences. BGIM acknowledges that certain circumstances, such as illness, family emergencies, job interviews, or religious and cultural observances, may necessitate occasional absences. However, any absences exceeding the permitted limit require supporting documentation.

Unless otherwise approved as a disability or pregnancy accommodation or through a successful appeal under the Administrative Withdrawal Policy, students who exceed the allowed absences or fail to complete sufficient coursework will not be eligible for graduation.

Students with potential scheduling conflicts due to employment, prior commitments, or time zone differences must inform the administration before the course begins and provide any necessary documentation upon request.

Homework Policy:

All homework assignments must be submitted by the deadlines specified in the course schedule.

- A 14-day grace period is provided after the original due date, during which submissions will be accepted without penalty.
- Students are encouraged to submit assignments early to ensure timely completion and avoid potential issues.

Our pass-fail grading policy is designed to establish clear, objective criteria for course completion while prioritizing the mastery of learning outcomes over numerical grades. To earn a passing grade, students must meet all coursework requirements, including the timely submission of homework assignments and adherence to attendance expectations & participation. Upon successful completion of the course, students will be awarded a certificate of completion and will be invited to an exclusive Graduation Ceremony held at Petco Park in San Diego, CA, celebrating their achievements in a prestigious setting.

BGIM is committed to maintaining accurate records of all assignments submitted by students. We will keep a record of the dates on which these materials are received and when responses are returned to each student. Feedback and responses will be provided within 10 days of submission. Compliance with this policy will be regularly monitored and confirmed to ensure timely and effective communication between instructors and students.

Communications:

Email Communication: Email will be the primary mode of communication for official notifications, announcements, academic updates, and other important program-related information.

Students are required to maintain an active email address that is regularly checked. All official communications will be sent to the email address provided by the student during the enrollment process.

Students must check their email regularly for updates from instructors, program coordinators, or the administration. Failure to check email does not exempt students from compliance with institutional policies or deadlines.

Text Messaging: The institution may use text messaging (SMS) for urgent notifications, reminders, or updates regarding the online program. By enrolling in the online program, students agree to receive text messages related to their enrollment and academic progress. For additional details, please read-
<https://billygeneismarketing.com/sms-texting-terms-and-conditions/>

High Level Platform: High Level Learning Platform will also be used for course-related communication, including announcements, assignment feedback, and course-specific notifications.



Agreement to Receive Communications: By enrolling in the online program at Billy Gene Is Marketing, students acknowledge and agree to the following: Consent to Receive Emails, Consent to Receive Text Messages (SMS), & Updating Contact Information:

Expectations for Communication: Timely Responses & Appropriate Use of Communication Channels

Email Privacy: The institution will not share or sell student email addresses or phone numbers to third parties without explicit consent in accordance with privacy laws and institutional policies. For additional details, please read-
<https://billygeneismarketing.com/terms-of-use-and-privacy-policy/>

Consequences of Non-Compliance: Failure to maintain an active and accessible email address or phone number or failure to engage with the communication channels outlined in this policy may result in missed deadlines, important announcements, or other academic or administrative consequences. Students are responsible for staying informed and compliant with program requirements.

BGIM strives to maintain clear and effective communication with all students. However, we are not liable for any issues arising from the non-receipt of emails, texts, or notifications, whether due to technical errors, incorrect contact information, or other external factors.

To ensure you receive important updates:

- Please check your spam/junk folders regularly.
- Ensure your contact details (email and phone) are up to date in your student portal.
- Monitor your inbox for course-related communications and deadlines.

If you have any concerns regarding missing communications, please contact our student support team immediately so we can assist you.

Non-Discrimination Policy:

BGIM does not discriminate or harass on the basis of race, color, national origin, sex, gender, sexual orientation, gender identity or expression, disability, age, religion, veteran's status, genetic marker, or any other characteristic protected by state, local, or federal law in our programs and activities. BGIM provides reasonable accommodation to qualified individuals with disabilities. BGIM will not retaliate against persons bringing forward allegations of harassment or discrimination.

English Language Proficiency for International Students:

BGIM seeks to ensure that students can engage in BGIM coursework using both written and spoken English, as the language of instruction and evaluation at BGIM is English. If English is not your native language, you will need to demonstrate English language proficiency, & BGIM does not provide English Language services at this time.

English Language Proficiency Tests Required (for international applicants)

Schedule test now: <https://www.ets.org/toefl/test-takers/ibt/schedule.html>

For students whose first language is not English, additional documentation is required during the enrollment process. This ensures that we have a comprehensive understanding of their educational background and language proficiency. The additional documentation helps us assess their readiness for our programs and enables us to provide appropriate support and guidance throughout their academic journey. By embracing students from around the world, we foster an enriching learning community where different perspectives and global insights are celebrated and we are committed to empowering students to achieve their educational goals and realize their potential, regardless of their geographic location or cultural background.

Additional English proficiency tests that are accepted are: TOEFL, IELTS, TOEIC, CELPIP, and the Cambridge English Qualifications of KET, PET, FCE, CAE and CPE.

Applicants can arrange for an official score report to be sent directly to BGIM from the testing options. The test scores must be less than two years old.

Visa Services for International Students:

Visa services are **not** provided at this time, and BGIM will not vouch for student status nor assist with any associated charges.

Housing Disclaimer:

Given the nature of our online learning environment, BGIM does **not** offer dormitory or housing facilities to students. We understand that students pursuing their education with us may be located in various parts of the world and have different housing arrangements. Therefore, it is the responsibility of our students to secure their own housing accommodations that suit their needs and preferences.

While we do not assist in locating housing, yet we are committed to supporting our students throughout their educational journey.

Housing / Rental Facilities: Our classroom is situated in beautiful Little Italy near downtown San Diego and is surrounded by various rental options that cater to the diverse needs and budgets of our students.

Nearby rental apartment building options & estimation of approximate costs:

Simone Little Italy, 1401 Union St, San Diego, CA 92101- studios from \$3,600 monthly

The Lindley, 1331 Columbia St, San Diego, CA 92101- studios from \$3,000 monthly

Allegro Towers, 1455 Kettner Blvd, San Diego, CA 9210- studios from \$2,400 monthly

Camden Tuscany Apartments, 1670 Kettner Blvd Suite 2, San Diego, CA 9210- studios from \$2,300 monthly

Student Records:

BGIM is committed to safeguarding the privacy and confidentiality of student records. This disclosure provides important information regarding the storage, access, and management of student records stored online within our secure system.

1. **Confidentiality of Student Records-** All student records, including personal, academic, and financial information, are stored securely on our online platform. Access to these records is limited to authorized personnel who require access for legitimate educational or administrative purposes.
2. **Access Control-** Only students, faculty, staff, and administrators with appropriate permissions are granted access to student records.
3. **Compliance with Privacy Laws-** BGIM adheres to the Family Educational Rights and Privacy Act (FERPA) privacy laws and regulations. We will not disclose any student record information to unauthorized parties without explicit consent, except as required by law.
4. **Data Security-** Our online platform used for storing student records employs advanced encryption and security protocols to ensure the protection of sensitive data. All access to student records is logged and monitored to detect unauthorized access or data breaches. Regular security audits are conducted to ensure compliance with industry best practices.
5. **Student Rights to Access and Amend Records-** Students have the right to access, review, and request amendments to their records in accordance with institutional policies and applicable laws.
6. **Retention and Deletion of Records-** Student records will be retained for the duration required by law and institutional policy. After the retention period has expired, records will be securely deleted in compliance with data retention policies. Students may request information on the retention schedule for specific records.

At Billy Gene Is Marketing, we adhere to the guidelines and regulations set forth by the U.S. Family Educational Rights and Privacy Act (FERPA) and the California Administrative Code Section 18804(a) to ensure the proper handling and protection of student information. As per FERPA guidelines, students have the following rights regarding their education records:

1. Right to inspect and review records: Students have the right to access and review their education records maintained by the institution. Requests for access to records are processed within 45 days of receiving the request.
2. Consent for disclosure of personal information: Students have the right to control the disclosure of their personal information contained in their academic records, except for information that FERPA allows to be disclosed without consent.
3. Disclosure to school officials: Under FERPA, the institution may disclose education records to school officials who have legitimate educational interests. These officials may include faculty members and other individuals or entities working for the institution.
4. Disclosure to other educational institutions: AVU may disclose academic records to other educational institutions upon request if a student intends to enroll in an educational program at the requesting institution.
5. Right to file a complaint: If AVU fails to meet the requirements of FERPA, students have the right to file a complaint with the U.S. Department of Education.

BGIM also follows the guidelines regarding the disclosure of directory information. Directory information includes details that are not considered harmful or an invasion of privacy if disclosed. The disclosure of directory information requires approval from the registrar, and students have the option to refuse the disclosure of their directory information to other educational authorities by providing a written request.

Financial records are maintained separately from academic documentation to ensure their confidentiality. These records are accessible to authorized institutional officers and regulatory authorities only. Additionally, BGIM retains all data and records regarding completion, placement, and salary disclosure requirements for graduates employed in their field for a period of no less than five years.

We are committed to safeguarding student privacy and maintaining the integrity and confidentiality of student records. By adhering to FERPA guidelines and implementing stringent security measures, we strive to provide a secure and trusted environment for our students' academic information.

Job Classifications:

United States Department of Labor's Standard Occupational Classification code (SOC codes are numbers that the government uses to classify jobs in compliance with their titles and types of activities)

Code 11-2011 – Advertising and Promotions Managers

Code 13-1161 – Market Research Analysts and Marketing Specialists

Code 11-2021 – Marketing Managers

Job Placement Services:

At this time, Billy Gene Is Marketing (BGIM) does not offer formal job placement services. While we do not currently provide direct assistance with job placement, we are committed to supporting our students' career growth through the development of valuable skills and industry-relevant certifications. Our curriculum is designed to equip students with the tools and knowledge needed to pursue successful careers in digital marketing and related fields.

Although job placement services are not available, we encourage students to leverage our extensive network of industry connections, online resources, and the practical experience gained through hands-on projects to enhance their employability. BGIM remains dedicated to fostering an environment of learning and growth, and we continually strive to provide our students with the best possible foundation for career success. We also provide ongoing guidance and mentorship to ensure students are well-prepared for the competitive job market upon graduation.

Notice Concerning Transferability of Credits:

Transfer Credit Policy:

BGIM does not maintain formal transfer credit agreements with any other institutions. As such, students should be aware that credits earned at BGIM will not automatically transfer to other colleges, universities, or educational programs. Students who plan to pursue further education at another institution are strongly encouraged to consult with that institution regarding its transfer credit policies prior to enrollment at BGIM. This will help ensure that they have a clear understanding of how, or if, their completed coursework may be recognized or applied toward future academic pursuits.

While BGIM endeavors to provide a robust and comprehensive educational experience, it is important to recognize that each institution evaluates transfer credits independently and may impose limitations on the acceptance of coursework from non-affiliated schools.

Credit for Experiential Learning:

BGIM does not award academic credit for experiential learning. This includes credit based on life experiences, professional work, or non-academic training. While the institution values the diverse backgrounds and practical experiences that students bring to their educational journey, all academic credit must be earned through the successful completion of BGIM's approved courses and programs.

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION:

The transferability of credits you earn at Billy Gene Is Marketing is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the certificate you earn in our A.I. Powered Advertising Agency Accelerator is also at the complete discretion of the institution to which you may seek to transfer. If the certificate that you earn at this institution is not

accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Billy Gene Is Marketing to determine if your certificate will transfer.

Leave of Absence Policy:

BGIM recognizes that students may need to temporarily interrupt their studies due to personal, health, or other significant reasons. The Leave of Absence (LOA) policy outlines the procedures, eligibility, and implications for students wishing to take a break from their online coursework.

1. Eligibility for a Leave of Absence (LOA)- A student may request a leave of absence if they are enrolled in an active program of study and have extenuating circumstances that require temporary suspension of their studies. Students are required to submit appropriate documentation to support their request for an LOA (e.g., medical certificates, military orders, etc.).
2. Duration of Leave- The maximum allowable duration of a leave of absence is 4 weeks. Any leave beyond this period may require reapplication to the program or a reconsideration of the student's academic status.
3. Process for Requesting a Leave of Absence- To request a leave of absence, students must: Submit a Formal Request in writing, complete the Leave of Absence Request Form through the student portal or contact the Student Success Team directly via email, and speak with an Advisor.

Student Grievances Policy and Procedure:

Students are encouraged to address concerns by first seeking resolution through direct communication with the Student Success Team. If the issue remains unresolved after this initial effort, students may submit a formal grievance by emailing the institution's management team. The grievance email should provide a detailed description of the concern, along with any relevant supporting documentation.

Upon receipt of the grievance, the management team will conduct a thorough review and investigation of the matter. Based on the findings, an appropriate resolution will be

determined and communicated to the student. Students will be notified of the outcome within 7 to 10 business days from the date the grievance is submitted.

Throughout the grievance process, the institution is committed to maintaining the confidentiality of all parties involved. Additionally, any form of retaliation against students who submit a grievance is strictly prohibited and will not be tolerated.

Tuition & Fees:

TUITION:

Total Cost of BGIM's A.I. Powered Advertising Agency Accelerator Program is \$10,000, when paid in full, upfront.

Registration Fee (non-refundable): \$0

STRF (non-refundable): \$0

Alternate Tuition Payment Options:

1. \$10,000 PAID IN FULL, UPFRONT
2. 2 installments of \$5,075 totalling \$10,150
3. 3 installments of \$3,433 totalling \$10,299
4. 4 installments of \$2,625 totalling \$10,500
5. 5 installments of \$2,130 totalling \$10,650
6. 31 installments of \$400 totalling \$12,400

TOTAL CHARGES: \$10,000 (when paid in full)

*These options are available to all students.

*Please note that the information provided is subject to change, and we recommend visiting our website for the most up-to-date and accurate tuition and fee information. We are committed to providing transparent and reasonable pricing to help you pursue your certificate.

If the student obtains a loan to pay for this educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund.

If the student defaults on a federal or state loan, both the following may occur:

(1) The federal or state government or a loan guarantee agency may take action against the student,

including applying any income tax refund to which the person is entitled to reduce the balance owed on the loan.

(2) The student may not be eligible for any other federal student financial aid at another institution or other government financial assistance until the loan is repaid.

NOTICE: YOU MAY ASSERT AGAINST THE HOLDER OF THE PROMISSORY NOTE YOU SIGNED IN ORDER TO FINANCE THE COST OF THE EDUCATIONAL PROGRAM ALL OF THE CLAIMS AND DEFENSES THAT YOU COULD ASSERT AGAINST THIS INSTITUTION, UP TO THE AMOUNT YOU HAVE ALREADY PAID UNDER THE PROMISSORY NOTE. (required)

The Student Tuition Recovery Fund (STRF) is non-refundable:

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.



It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 North Market Blvd., Suite 225, Sacramento, California, 95834, (916) 574-8900 or (888) 370-7589.

To be eligible for STRF, you must be a California resident or are enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120 day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120 day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.

6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.

7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of non collection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law. However, no claim can be paid to any student without a social security number or a taxpayer identification number.

Effective April 1, 2024, the California Bureau for Private Postsecondary Education changed the Student Tuition Recovery Fund (**STRF**) fee from two dollars and fifty cents (**\$2.50**) to zero dollars and zero cents (**\$0.00**) per one thousand dollars (**\$1,000**) of institutional charges, rounded to the nearest thousand dollars, from each student in an educational program who is a California resident or is enrolled in a residency program. Thus, any student who meets this definition and is enrolling after 3/31/2024 must pay the additional fee listed below for their program. The STRF fee is charged at the time of enrollment. The tuition and fee charges for students enrolling in the September 2024 term or later are listed in the following section.

You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following apply to you:

- You are a student in an educational program who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition either by cash, guaranteed student loans, or personal loans, and
- Your total charges are not paid by any third-party payer such as an employer,



government program, or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment if either of the following applies:

- You are not a California resident, or are not enrolled in a residency program, or
- Your total charges are paid by a third party, such as an employer, government program, or other payer, and you have no separate agreement to repay the third party.

The Office of Student Assistance and Relief is available to support prospective students, current students, or past students of private postsecondary educational institutions in making informed decisions, understanding their rights and navigating available services and relief options. The office may be reached by calling 888.370.7589 or by visiting www.bppe.ca.gov.

Bankruptcy Statement: Billy Gene Is Marketing is financially solvent and does not have a pending petition in bankruptcy; It is not operating as a debtor in possession; It has not had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. §§ 1101 et seq.).

Student Services & Resources:

BGIM provides a range of services and resources to support student success throughout their academic journey. The High Level learning platform offers a central hub for accessing course materials, assignments, and collaboration tools. Students also have access to a comprehensive library of recorded sessions, allowing them to review class content at their convenience. For personalized support, office hours with instructors are available, providing students the opportunity to ask questions and receive guidance. Additionally, live sessions are held regularly, fostering real-time



interaction and engagement with instructors and peers. These resources are designed to ensure that students have the tools and support necessary to succeed academically and professionally.

Our A.I. Advertising Accelerator guides our students every step of the way & in 16 weeks, we provide the tools to either:

- A) Sell more of your current products or services with the power of A.I., or
- B) Start your very own A.I. Marketing Business that gets paid to help other businesses attract more customers.

We also offer: ACADEMIC ADVISORS/LEARNING ASSISTANTS, OFFICE HOURS, STUDENT SUPPORT SERVICES, ONLINE RESOURCES, ONLINE TECH SUPPORT, SERVICES FOR STUDENTS WITH DISABILITIES.

Academic Freedom:

At BGIM, we value and uphold the principles of academic freedom, which create an environment that fosters the pursuit of knowledge, truth, and mutual respect. We believe in providing an open and inclusive platform that encourages the exploration of diverse ideas and perspectives.

High Level Learning Platform:

High Level is not *just* a learning platform; it is also a community for our students to come together, learn from each other, and grow together! Our customized platform is available to all students 24/7, 365!

Features include: Student profiles, School Calendar, Announcements, Zoom class links, Office hour sessions offered, Class replays, Homework assignments, Student discussions, FAQ, Help videos, Office Hours Replays, "How To" videos for additional guidance, etc

Access to Learning Platform:

To access BGIM's learning platform, students will be issued personal login credentials. These credentials will be provided by the Student Success Team prior to the first day of class.

Office Hours (Monday–Friday):

Optional Daily Help Sessions Provided by our Faculty-

Activities include: Homework help, Q&A, Screen sharing, Technical assistance, Homework review, Idea sharing, observing discussions

*sessions are recorded and timestamped for easy access to replays

Services for Students with Disabilities:

The school is committed to providing equal access to all students, including those who qualify as persons with disabilities. While upholding this commitment, the school also expects all students to maintain the high standards of academic achievement and excellence that are essential to the integrity of the school's mission. By advancing these aims, the school ensures that its policies, practices, and procedures conform to federal, state, and local statutes and regulations. Provide written documentation to the Student Disability Services Coordinator regarding the nature of your disability and any considerations/accommodations that may be necessary.

Such documentation must:

1. Be from an appropriate professional,
2. be current when applicable (the age of the acceptable documentation is dependent upon the disabling condition), and
3. provide a clear understanding of how the student is presently functioning.

The school's confidentiality policy provides that only the appropriate school personnel access this information, and it is stored in separate, confidential files. Except in

instances of health or safety, information concerning the disability, accommodations, or documentation will not be released without written consent.

Provide ample time when requesting reasonable accommodation(s). Requests must be evaluated, and arrangements made prior to the anticipated need for service/support. The school cannot guarantee that appropriate accommodations/services can be put in place without sufficient lead time to make arrangements. Whenever possible, please provide at least 60 days' advance notice. The Student Disability Services Coordinator makes determinations of reasonable accommodations for students with disabilities.

Buddy Pass Policy: An enrolled student is allowed ONE Buddy/Partner Pass. Buddies are only eligible for the class the original student is signed up for. If the original student is no longer in class, for any reason, the Buddy is withdrawn from the class as well. A Buddy cannot be changed or updated once class is in session. Buddies cannot switch classes and they do NOT qualify for future alumni offers. If a student signs up a Buddy, they cannot request removal of the buddy in the middle of a class unless both parties agree and send us a written/emailed request. Enrolled students will always be on the same team as their Buddy. Buddies are not required to complete homework assignments, yet they can attend office hours and receive the same benefits & access as the enrolled student.

Standards for Students Achievements:

At BGIM, students are expected to meet certain standards to ensure their academic success and contribute to a productive learning environment. Attendance is a fundamental requirement, with students expected to attend live sessions once a week. Active participation in these sessions is vital to fully engage with course material and foster meaningful interaction within the academic community. In addition to attendance, students must complete homework assignments and coursework by the specified deadlines. Assignments should demonstrate a clear understanding of the concepts covered, as well as critical thinking and creative application in the field of digital marketing. Furthermore, students are required to abide by the institution's Code of Conduct, which emphasizes professionalism, respect, and academic integrity in all interactions. This includes maintaining a respectful and collaborative demeanor during live sessions and engaging ethically in all marketing practices. Any violations of the

Code of Conduct, such as harassment, academic dishonesty, or any other form of misconduct, will not be tolerated. These standards are established to create a structured, respectful, and academically rigorous environment, preparing students for both their academic journey and future careers in digital marketing.

Student Code of Conduct:

Respectful Communication- be courteous and respectful to fellow learners, instructors, and course staff. Use appropriate language in all communications, including posts, emails, and discussions. Engage in constructive dialogue, avoiding personal attacks, offensive remarks, or hate speech.

Active Participation- engage with course materials regularly and complete assignments on time (within the 14 day grace period.) Contribute thoughtfully to discussions, forums, or group activities. Respect the learning environment by refraining from disrupting classes, chat groups, or other activities.

Inclusivity and Accessibility- be aware of and sensitive to diverse cultural, linguistic, and personal backgrounds. Be mindful of the diverse needs of other learners, including those who may have disabilities. If you require accommodations, please reach out to our team early. Avoid discriminatory, offensive, or inappropriate language and behaviors based on race, ethnicity, gender, religion, sexual orientation, or any other personal characteristic.

Respect for Course Structure and Deadlines- Follow the course schedule and deadlines for assignments.

Consequences of Violations- any violation of this Code of Conduct may result in a warning, temporary suspension, or expulsion from the course, depending on the severity of the issue. Repeated or serious violations may result in a permanent ban from the course or platform.

Behavioral Probation:

A student may be placed on behavioral probation for violating the institution's Code of Conduct, such as harassment or disruptive behavior in online forums. The terms of behavioral probation include:

1. A written warning and/or personal phone call.
2. Restrictions on participation in certain activities.
3. Students on behavioral probation are monitored, and further violations may result in dismissal.

Dismissal Policy After Behavioral Probation:

1. **Behavioral Probation Period:** Students who violate the course's behavioral standards may be placed on a probation period of 30 days.
2. **Behavioral Expectations:** During the probation period, students must adhere to the following behavioral guidelines:
 - Show respect and professionalism in all course communications
 - Avoid disruptive, inappropriate, or offensive behavior towards instructors or other students.
 - Follow the course's code of conduct and community guidelines.
3. **Dismissal Criteria:** If a student fails to demonstrate improvement in behavior during the probation period, they may be dismissed from the course. Grounds for dismissal include, but are not limited to:
 - Continued disrespectful or disruptive behavior.
 - Use of offensive or inappropriate language.
 - Repeated violations of the course code of conduct or community standards.
4. **Notification:** Students at risk of dismissal will be informed via email at least 5 days before the probation period ends.
5. **Appeals:** Students who wish to appeal their dismissal may do so by contacting accelerator@askbillygene.com within 5 days of receiving the dismissal notice.

Faculty Qualifications:

All faculty members possess, at a minimum, at least three (3) years of professional experience/education in the field of instruction accompanied by any required certification. All faculty members are required to remain current in the field of instruction. This may be achieved through professional conferences and activities, continuing education including certifications, pedagogical courses including classroom management, and advanced diploma or degree achievement.

Faculty Employment Memo:

Faculty members are required to maintain annual training requirements to retain their instructing duties. Compliance with these training standards will be monitored, with a designated individual responsible for tracking completion. Failure to meet these requirements may result in a review of teaching assignments to ensure all instructors are equipped with up-to-date knowledge and skills.

Continued Employment & Hiring Policy:

BGIM is committed to maintaining a safe and secure environment that fosters trust and ensures the well-being of both students and employees. To support this commitment, we do not hire, nor will we continue to employ, individuals with a criminal history. This policy helps us create a positive, secure atmosphere where all members of our community can thrive.

Instructors:

Chief Executive Officer/ President: Billy Gene Shaw III

Billy Gene Shaw III is a prominent leader in the digital marketing industry, and the founder and CEO of Billy Gene Is Marketing LLC, which is highly regarded as both an agency and an educational hub for digital advertising and customer acquisition. With over 15 years of experience in the field, his personal ads have garnered over 1 billion views across platforms such as Facebook, Instagram, and YouTube.

As a recognized industry expert, Billy has provided consulting services to major companies, including Procter & Gamble, Keurig Dr Pepper, Orangetheory, Massage Envy, Crunch Fitness, CorePower Yoga, European Wax Center, Club Pilates, Dave & Buster's, and Kia Motors. He is celebrated for his insights and has delivered keynote speeches on prestigious stages, inspiring tens of thousands of attendees. His educational impact extends globally, teaching more than 189,000 students in 75 countries. With his expertise in leveraging technology, Billy designs our curriculum to enhance the learning experience and empowers students to understand and thrive in the digital marketing landscape.

Billy's impressive accomplishments have earned him recognition as a leading business owner. He has been nominated for the San Diego Ernst & Young Entrepreneur of the Year Award and ranked among the "Inc. 5000 Fastest-Growing Private Companies in America" in 2019, 2020, and 2021. His success and industry influence have led to features on nearly every major entrepreneurial podcast.

Chief Academic Officer/ CMO: Hector Arteaga

Hector Arteaga has over 15 years of extensive and diverse experience in the marketing industry, navigating various roles and challenges throughout his professional career. He holds a bachelor's degree in Business Management from San Diego State University, providing him with a robust foundation in essential business and marketing principles. Throughout his career, Hector has cultivated expertise in strategic planning, brand development, and digital marketing.

Hector has been a key contributor to shaping and enhancing Billy Gene Is Marketing's marketing strategies for the past seven years. His profound expertise in the industry has allowed him to skillfully manage an advertising budget of over \$20 million, which he strategically distributes across various platforms to maximize reach and impact. By conducting thorough market analysis and developing innovative campaigns, Hector ensures that the company stays competitive in a rapidly evolving landscape.

Before assuming his current position at Billy Gene Is Marketing, Hector dedicated five years to leading a thriving music production education company. He built a strong reputation for crafting a vibrant learning atmosphere that genuinely connected with students. Hector's courses highlighted his ability to create meaningful content for adult learners that encourage active participation. He developed two highly praised courses on Udemy, which quickly rose to bestseller status.

Director of Curriculum/ Course Coordinator: Rheya Green

Rheya Green is a respected digital marketing expert with nearly a decade of comprehensive experience converting online interactions into enduring customer loyalty. She holds a bachelor's degree in Sociology from the University of California, Los Angeles, enhancing her ability to analyze consumer behavior and preferences. Rheya is

proficient in social media management, content strategy, and search engine optimization.

Rheya effectively merges practical advertising management with educational leadership, enabling her to train and mentor individuals in the field. She has played a significant role in developing educational courses that have empowered over 189,000 students across 75 countries. Her commitment to continuous learning and ability to adapt to evolving industry trends enhance her capacity to provide innovative solutions within the dynamic digital landscape.

Rheya has successfully managed advertising budgets of millions of dollars throughout her career. She uses a strategic approach, focusing on careful planning and analysis to improve return on investment. Rheya has collaborated with some of the most esteemed brands across diverse industries, including Procter & Gamble, Keurig Dr Pepper, Orangetheory Fitness, Massage Envy, Crunch Fitness, Corepower Yoga, European Wax Center, Club Pilates, Dave & Buster's, and Kia Motors. These experiences have enabled her to hone her brand strategy, targeted advertising, and audience engagement expertise.

Learning Assistants:

Jordan Petersen

Jordan Petersen has over 12 years of extensive experience in the marketing sector. She obtained her bachelor's degree in Marketing from Oregon State University, where she established a robust foundation in consumer behavior and communications. Throughout her career, Jordan has cultivated a strong expertise in various marketing strategies, including digital marketing, brand management, and market research.

Jordan is well-known for empowering clients to enhance brand visibility, optimize outreach efforts, and drive business growth. She provides tailored guidance to entrepreneurs and business owners by leveraging her understanding of market trends, consumer behavior, and innovative tactics. She has successfully managed advertising expenditures totaling millions of dollars for esteemed clients, including OrangeTheory Fitness, Massage Envy, Kia Motors, and Dave & Buster's.

With her extensive expertise in marketing, Jordan has successfully conducted hundreds of weekly high-impact consulting sessions. Her sessions are known for being insightful and actionable, ensuring clients walk away with practical steps to implement in their marketing efforts. Jordan's ability to engage students in online activities and effectively facilitate the curriculum is widely acknowledged as a key factor behind her success.

Jacinda Thomas

Jacinda Thomas has five years of experience in digital marketing. She graduated summa cum laude from George Fox University with a double major in English and Psychology. Additionally, she holds a Virtual Reality and Augmented Reality certification from the Massachusetts Institute of Technology. At 22, Jacinda became the youngest graduate of the company's coaching programs, rapidly gaining recognition as a trusted referral partner and collaborator.

Jacinda has been recognized as a significant emerging talent in the digital market industry. Her exceptional skills and innovative methodologies led to her selection for a collaborative partnership with the esteemed author and entrepreneur Billy Gene. In this partnership, she serves as a ghostwriter for his publications.

As the Head Copywriter at Billy Gene Is A.I. and XR Marketing, Jacinda has an exemplary record of driving revenue through highly effective email campaigns and strategically crafted content tailored to an audience of more than one million entrepreneurs and business owners.

Course Curriculum Outline:

Virtual LIVE Class Hours:

Tuesdays at 11am PST via Webinar

*This time slot is subject to change per class session

Approx total clock hours for course: 80 hours

*The total clock hours for the program are set at 80. However, students are allowed to miss up to three live sessions and still qualify for graduation. Consequently, the minimum

clock hours required for successful program completion and certificate eligibility is 77 hours.

Technical Requirements: Given that the program is delivered online, students are required to have access to a reliable, internet-connected computer to ensure full participation and engagement in the coursework.

Week 1: Course Introduction & Overview. Average clock hours: 4. Outline course expectations and objectives, introduce the team along, and the benefits of learning the skill set. Students will also create a Vivid Vision for themselves and their business.

Week 2: Funnel Components & Conversion Mapping. Average clock hours 5. Learn to identify the 5 different key components of a funnel and learn from class examples of the different steps in a funnel and how to identify each component.

Week 3: Writing Ads & Prompt Engineering. Average clock hours 5. Identifying ad copy within an advertisement and analyzing effectiveness based on writing style, tone, and content of the copy. Students will be learn how to utilize ChatGPT in aiding their ad copy writing,

Week 4: Content. Average clock hours 5. Identifying and creating content that is eye-catching and captures the attention of the audience. Students will utilize A.I. tools introduced in this week's lesson to create images and/or video to be utilized in their advertisements for latter weeks.

Week 5: FB Ads. Average clock hours 6. Understanding Facebook/Meta's advertising platform, how it operates, it's rules and regulations and in-depth features within the Ads Manager. Students will learn how to set up their own advertising accounts within the platform and practice creating advertisements using components from previous weeks (Ad Copy & Content.)

Week 6: Landing Pages. Average clock hours 6. Understanding the purpose and effectiveness of landing pages. Students will be introduced to GoHighlevel platform and

learn how to create landing pages and properly link them to ads created on Facebook. (A 60 day trial to GoHighlevel will be offered this week.)

Week 7: Thank You Pages & Follow Up. Average clock hours 6. Understanding the purpose and effectiveness of Thank you pages along with understanding, building out, and implementation of follow up sequences. (Specifically using email, text and voice drops.) Students will also learn how to use A.I. tools to generate these components and then build out the sequences within the GoHighlevel platform.

Week 8: Retargeting. Average clock hours 6. Understanding pixels and their integral role in retargeting ads. Students will learn how to set up custom audiences within Facebook's advertising platform based on data derived from pixels and learn how to integrate them seamlessly into their funnel.

Week 9: Midterm Check-in & Overview. Average clock hours 6. Review of previous weeks and utilizing each lesson to create a customer delivery funnel with each integral component being carefully thought out and implemented. Students will review previous lessons and go over examples in class together to further their understanding of each component and how they fit together within a funnel.

Week 10: Optimization. Average clock hours 6. Identifying and understanding common reasons why an advertisement is not performing optimally, and how to diagnose and remedy said problems. Students will review components of their funnel and gain understanding on how to recognize which component is the cause of their ad to underperform.

Week 11: Sales. Average clock hours 4. Introducing and breaking down the sales process and identifying the steps of a sale. Instructors will also cover identifying objections, and overcoming them. Example scripts and resources will be given to help with practicing these exercises. Students will also learn various concepts to efficiently converse with potential customers to stay on track for the sale, while still maintaining trust and rapport.

Week 12: Automation & Outsourcing. Average clock hours 4. Identifying tasks within a student's timeline/business that can be outsourced, eliminated or delegated and how to determine which is acceptable. Students will learn how to vet and hire a Virtual Assistant along with introduction into A.I. tools that can automate tasks as well.



Week 13: Mindset & Crafting Your Menu. Average clock hours. Review of sales process, and crafting of a "menu". (A comprehensive and detailed list of services that can be provided within their marketing skill set.) Overview of mindset as well to provide a solid foundation for building and maintaining business drive and efficiency.

Week 14: Q&A. Instructors will field in-depth questions on all previous course materials and concepts. Tech-specific questions, business structure, sales strategy, and any other pertinent content can be answered by instructors.

Week 15: Utilizing A.I. in sales. Average clock hours 4. Introducing current tools and resources available to automate various processes/tasks in the sales process.

Week 16: Course Final Review. Average clock hours 5. Review and final questions of all previous course materials.

FAQ:

Are you a marketer looking to grow your skill set and stay ahead in the digital age? Or an aspiring marketer looking to break into the field? Or a business owner ready to get ahead of your competition? Either way, you're in the right place. Build the in-demand digital marketing skills you need to make an impact.

Level up your skill set and build confidence and capability to apply digital marketing strategies for our business or on the job. No matter your role or industry, our Accelerator gives you the exact tools to drive growth with multichannel campaigns powered by data and customer insight.

What are the prerequisites for the course?

This is a beginner or advanced-friendly digital marketing course with NO prerequisites! Whether you're brand new to digital marketing or you're looking to get more from existing marketing campaigns, our Accelerator curriculum will enable you to explore the full suite of modern digital marketing & AI tools!

What are the professional backgrounds of the student base?

You'll find a very diverse range of students from all around the world in the classroom, including:

- Business owners looking to gain a competitive edge, target the right audience, and improve lead generation.
- Traditional marketers who want to upgrade and diversify their skill set and gain confidence.
- Junior marketers, recent graduates, and career changers seeking a foundational skill set and confidence to succeed on the job.
- Entrepreneurs and freelancers who want to grow their own business, expand their client base, or turn a passion project into a reality.



Will I earn a Digital Marketing Certificate upon completion of the course?

Yes! When you pass this course, you'll receive a signed certificate of completion & attend a grand graduation ceremony. Thousands of alumni have utilized their course certificate to demonstrate skills to potential employers.

Why are Digital Marketing Skills imperative?

Digital marketing skills are essential for business survival and growth in the 21st century. As more consumers move online and digital channels continue to dominate, businesses that fail to adopt these skills risk being left behind. Digital marketing empowers businesses to reach their audiences more effectively, optimize their efforts for better results, and stay competitive in an ever-changing landscape.



Consent for Employment Verification Disclosure:

By signing the enrollment agreement, you acknowledge that after graduation, we may contact your employer to verify information provided regarding your employment, dates, and salary range. We will only contact your employer if necessary for the purpose of confirming the details you have shared for state licensure requirements, and we will handle your information with the utmost confidentiality.



Unanswered questions/Filing a complaint:

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education:

1747 N. Market Blvd. Ste 225 Sacramento, CA 95834
P.O. Box 980818, West Sacramento, CA 95798-0818
(888) 370-7589 or by fax (916) 263-1897
www.bppe.ca.gov

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888) 370-7589 toll-free or by completing a complaint form, which can be obtained on the bureau's internet website www.bppe.ca.gov

I have received a copy of the school catalog which contains the rules, regulations, course completion requirements, and costs for the specific program in which I have enrolled.

Print Name _____

Signature _____

Date _____