



GOT FLUENCY?

PROGRAM GUIDE

12-WEEK CAREER ACCELERATOR

Agile ESL + Digital Marketing

Build professional English fluency while planning, creating, launching, analyzing, and presenting a realistic digital marketing campaign.

LEARN • BUILD • PRESENT

YOUR 12-WEEK JOURNEY

English fluency built through real work

This is not a traditional English course with marketing added on. Each week is an Agile learning sprint where professional communication and digital marketing become one practical experience.

12	5-7	1
weekly sprints	hours per week	career-ready portfolio

PROGRAM PROMISE

- Build professional English fluency in meetings, chat, email, feedback, presentations, and client conversations.
- Plan, create, launch, analyze, and present an integrated digital marketing campaign.
- Graduate with evidence of both communication ability and applied marketing judgment.

DESIGNED FOR

- International professionals
- Entrepreneurs and career changers
- University-age learners
- Intermediate English: approximately CEFR B1-B2

DELIVERY MODEL

- Self-paced lessons
- Weekly live workshop
- Conversation lab and peer practice
- Project sprint and review
- Final presentation and Q&A

Learners below B1 should complete a foundation pathway before entering the accelerator.

WHAT YOU WILL ACHIEVE

Career-ready outcomes

Every outcome is demonstrated through a visible deliverable, spoken explanation, or workplace simulation.

01 Communicate Handle meetings, chat, email, feedback, presentations, and client conversations clearly.	02 Explain Use essential digital marketing vocabulary and explain decisions in plain English.
03 Research Define an audience, identify customer insight, and create a focused campaign brief.	04 Create Write professional copy for landing pages, search ads, social posts, email, and slides.
05 Collaborate Work through a backlog, weekly sprints, stand-ups, reviews, and retrospectives.	06 Measure Interpret campaign metrics and communicate findings, caveats, and recommendations.
07 Use AI responsibly Brainstorm, revise, rehearse, and compare outputs without replacing original thinking.	08 Present Deliver a polished campaign story and respond confidently to stakeholder questions.

THE AGILE ESL METHOD

One week. One sprint. One visible result.

The recurring rhythm turns learning into action and keeps progress visible to the learner, peers, and instructor.

01	LEARN English functions, vocabulary, pronunciation, and one marketing concept.
02	OBSERVE Analyze authentic workplace and campaign examples.
03	PRACTICE Complete guided speaking, writing, listening, and tool exercises.
04	BUILD Add one new deliverable to the connected capstone campaign.
05	COLLABORATE Post an update, give peer feedback, and join the live workshop.
06	REVIEW Demonstrate the week's work and complete a short retrospective.

WEEKLY TIME INVESTMENT

Self-paced English + marketing	90 min
Guided tech-stack lab	60 min
Capstone sprint work	90-150 min
Live workshop + conversation lab	105 min
Reflection and assessment	20-30 min

HOW THE PROGRAM RUNS

Professional habits, practiced weekly

MONDAY: SPRINT PLANNING

- Select tasks
- Define the weekly deliverable
- Confirm acceptance criteria

MIDWEEK: STAND-UP

- What I completed
- What I will do next
- What is blocking me

FRIDAY: SPRINT REVIEW

- Show the deliverable
- Explain one decision in English
- Receive focused feedback

RETROSPECTIVE

- What helped my English
- What was difficult
- What I will change next week

CORE TECHNOLOGY ECOSYSTEM

Learn	Thinkific • Cambridge One / Evolve Digital
Collaborate	Jira • Slack • Google Meet or Zoom
Create	Google Drive • Docs • Sheets • Slides • Canva
Think with AI	ChatGPT • Gemini
Market	HubSpot CRM • Google Ads • Meta Ads Manager
Measure	GA4 • Google Tag Manager

No learner needs to spend real advertising money. Instructors may use demos, screenshots, simulations, templates, or guided sandboxes.

Join the Global Team

SPRINT GOAL

Set up the learning workspace and introduce yourself as a professional.

PROFESSIONAL ENGLISH

- Introductions, roles, experience, and career goals
- Follow-up questions and checking understanding
- Present simple vs. present continuous
- Pronunciation diagnostic: stress, pace, intelligibility

DIGITAL MARKETING FOCUS

- Customer journey and the role of digital marketing
- Paid, owned, and earned media
- Campaign objectives and channel overview

TECH-STACK LAB

- Thinkific baseline and orientation
- Slack introduction and peer replies
- Jira profile, goal, and sprint tasks
- Google Drive capstone folder structure

CAPSTONE DELIVERABLE	One-page professional profile + 60-90 second recorded introduction + selected capstone business.
EVIDENCE OF FLUENCY	Introduces background and goal clearly; asks and answers relevant questions.

Understand the Customer

**SPRINT
GOAL**

Define a target audience and explain its needs.

PROFESSIONAL ENGLISH

- Demographics, behaviors, frustrations, and goals
- Discovery questions and active listening
- Comparatives, qualifiers, and cautious claims
- Listening for key customer details

DIGITAL MARKETING FOCUS

- Segmentation, ICP, and buyer persona
- Pain points, motivations, and objections
- Ethical research and source evaluation

TECH-STACK LAB

- Docs research notes and source links
- Sheets audience-insights table
- ChatGPT + Gemini persona hypotheses
- Canva one-page persona

**CAPSTONE
DELIVERABLE**

Evidence-based buyer persona + five customer discovery questions.

**EVIDENCE OF
FLUENCY**

Explains the persona without reading and separates facts from assumptions.

Position the Offer

**SPRINT
GOAL**

Create a clear value proposition and campaign brief.

PROFESSIONAL ENGLISH

- Features versus benefits
- Persuasive but credible language
- Modals for recommendations and possibility
- Concise writing and sentence stress

DIGITAL MARKETING FOCUS

- Positioning, differentiation, and proof
- SMART campaign objectives
- Brand voice and message hierarchy

TECH-STACK LAB

- Google Docs campaign brief
- Jira epic, stories, and definition of done
- ChatGPT message variations and critique
- Slack elevator-pitch voice post

**CAPSTONE
DELIVERABLE**

Campaign brief: objective, audience, insight, value proposition, key message, channels, and KPI.

**EVIDENCE OF
FLUENCY**

Delivers a 45-second elevator pitch and defends one positioning decision.

Write Copy That Moves People

**SPRINT
GOAL**

Produce clear, audience-centered campaign copy.

PROFESSIONAL ENGLISH

- Headlines, calls to action, and active voice
- Tone: formal, conversational, urgent, helpful, premium
- Imperatives and benefit-led language
- Editing for grammar, clarity, and natural phrasing

DIGITAL MARKETING FOCUS

- AIDA and problem-solution-benefit structures
- Landing-page message hierarchy
- Copy variants and A/B-testing logic

TECH-STACK LAB

- Docs suggestion mode and peer editing
- ChatGPT diagnosis before rewrite
- Canva landing-page or ad mockup
- Jira review workflow

**CAPSTONE
DELIVERABLE**

Landing-page copy: hero, support, three benefits, proof, CTA, and two headline variants.

**EVIDENCE OF
FLUENCY**

Explains intended tone, target response, and revision choices.

Be Found: Search and Keywords

**SPRINT
GOAL**

Design a search campaign around customer intent.

PROFESSIONAL ENGLISH

- Search-intent and keyword vocabulary
- Cause, purpose, and expected outcomes
- Campaign-planning collocations
- Numbers, prices, percentages, and budgets

DIGITAL MARKETING FOCUS

- Intent, keyword themes, negatives, and match types
- Search ad anatomy and landing-page relevance
- Campaign, ad group, and ad structure

TECH-STACK LAB

- Google Ads guided simulation
- Sheets keyword map
- Docs ad-copy workshop
- Jira research, copy, and QA tasks

**CAPSTONE
DELIVERABLE**

Search blueprint: 15-25 keywords, starter negatives, two ad groups, and two responsive-search-ad concepts.

**EVIDENCE OF
FLUENCY**

Presents the keyword strategy and explains each ad-group choice.

Build a Social Campaign

**SPRINT
GOAL**

Adapt one message for social audiences and formats.

PROFESSIONAL ENGLISH

- Hooks, captions, questions, and conversational tone
- Register for LinkedIn, Instagram, and Facebook
- Constructive feedback
- Diplomatic agreement, disagreement, and alternatives

DIGITAL MARKETING FOCUS

- Awareness, traffic, leads, and conversion objectives
- Audience targeting, placements, and creative formats
- Organic versus paid social

TECH-STACK LAB

- Meta Ads guided simulation
- Canva platform-specific creatives
- Sheets content calendar
- Slack structured peer critique

**CAPSTONE
DELIVERABLE**

Three-post mini campaign + two creative concepts + audience and objective rationale.

**EVIDENCE OF
FLUENCY**

Gives useful feedback and responds professionally to critique.

Nurture Leads and Build Relationships

**SPRINT
GOAL**

Create a simple lead journey and professional follow-up sequence.

PROFESSIONAL ENGLISH

- Professional email structure and subject lines
- Polite requests, reminders, and objection handling
- First conditional for next steps
- CRM, sales, and lifecycle vocabulary

DIGITAL MARKETING FOCUS

- Lead magnets, forms, lifecycle stages, and nurture
- Marketing-to-sales handoff
- Personalization and consent basics

TECH-STACK LAB

- HubSpot CRM demo or sandbox
- Docs email-sequence drafting
- ChatGPT prospect role-play
- Slack partner follow-up simulation

**CAPSTONE
DELIVERABLE**

Lead journey map + three-email nurture sequence + CRM follow-up plan.

**EVIDENCE OF
FLUENCY**

Conducts a discovery/follow-up role-play and confirms next steps.

Plan Content with a Global Voice

**SPRINT
GOAL**

Build a practical, culturally aware content plan.

PROFESSIONAL ENGLISH

- Storytelling sequence and transitions
- Summarizing and paraphrasing sources
- Inclusive, culturally aware language
- Speaking naturally from notes

DIGITAL MARKETING FOCUS

- Content pillars, funnel stages, formats, repurposing
- SEO fundamentals and helpful content
- Localization versus direct translation

TECH-STACK LAB

- Sheets editorial calendar
- Docs content outline and source log
- ChatGPT + Gemini localization comparison
- Canva carousel, infographic, or cover

**CAPSTONE
DELIVERABLE**

Four-week calendar + one 400-600 word article or equivalent + repurposing plan.

**EVIDENCE OF
FLUENCY**

Gives a two-minute story-led content pitch with clear transitions.

Measure What Matters

**SPRINT
GOAL**

Read campaign data and explain performance clearly.

PROFESSIONAL ENGLISH

- Trends, increases, decreases, and comparison
- Approximation and uncertainty
- Observation-interpretation-recommendation
- Large numbers and percentages

DIGITAL MARKETING FOCUS

- Impressions, reach, CTR, CPC, conversions, CPA, ROAS
- Leading versus lagging indicators
- Avoiding unsupported conclusions

TECH-STACK LAB

- GA4 report or demo dataset
- Sheets formulas and simple charts
- Slides one-page performance summary
- ChatGPT question generation only

**CAPSTONE
DELIVERABLE**

Performance report: three findings, two caveats, and three recommendations.

**EVIDENCE OF
FLUENCY**

Presents data accurately and answers clarification questions.

Track the Customer Journey

SPRINT GOAL

Connect customer actions to business goals through a simple measurement plan.

PROFESSIONAL ENGLISH

- Process language and sequencing
- Technical concepts for non-technical audiences
- Useful passive voice
- Precise implementation and QA questions

DIGITAL MARKETING FOCUS

- Events, parameters, conversions, UTMs, attribution
- Measurement planning before launch
- Privacy-aware tracking principles

TECH-STACK LAB

- GA4 event and conversion concepts
- GTM guided demo or sandbox
- Sheets measurement plan
- Fictional URL campaign-builder exercise

CAPSTONE DELIVERABLE	Measurement plan: objective, action, event, KPI, source, UTM naming, owner, and QA step.
EVIDENCE OF FLUENCY	Explains the tracking flow in plain English to a simulated client.

Optimize and Manage Stakeholders

**SPRINT
GOAL**

Turn campaign evidence into prioritized recommendations.

PROFESSIONAL ENGLISH

- Recommendations, trade-offs, risks, and priorities
- Diplomatic disagreement and expectation management
- Second conditional for scenarios
- Meeting facilitation, actions, and recap language

DIGITAL MARKETING FOCUS

- Audience, creative, budget, placement, and page optimization
- Hypotheses and experiments
- Budget reallocation and stakeholder reporting

TECH-STACK LAB

- Sheets decision matrix
- Jira next-sprint backlog
- Zoom/Meet simulated client meeting
- Docs recap with owners and deadlines

**CAPSTONE
DELIVERABLE**

Optimization memo + revised backlog + client meeting recap.

**EVIDENCE OF
FLUENCY**

Leads a five-minute performance conversation and handles one objection.

Pitch the Campaign and Your Professional Value

SPRINT GOAL

Present the integrated campaign confidently and reflect on growth.

PROFESSIONAL ENGLISH

- Openings, signposting, transitions, and conclusions
- Difficult questions and acknowledging uncertainty
- Professional self-promotion
- Final pronunciation and delivery coaching

DIGITAL MARKETING FOCUS

- Integrated campaign narrative
- Strategy, execution, measurement, optimization
- Portfolio and interview storytelling

TECH-STACK LAB

- Slides final deck
- Zoom/Meet presentation and recording
- Drive portfolio packaging
- Thinkific submission + LinkedIn-ready description

CAPSTONE DELIVERABLE	8-10 slide deck + organized portfolio + 7-10 minute presentation + Q&A; + development plan.
EVIDENCE OF FLUENCY	Tells a coherent business story, supports decisions, and responds spontaneously.

One portfolio. Twelve proof points.

Each sprint contributes a finished piece. Together, they become a professional campaign portfolio for interviews, internal promotions, freelance proposals, or your own business.

01 Professional profile + introduction video	02 Buyer persona + discovery questions
03 Campaign brief + value proposition	04 Landing-page copy + headline variants
05 Google Search campaign blueprint	06 Social campaign + creative concepts
07 Lead journey + email nurture sequence	08 Content calendar + long-form content
09 Campaign performance analysis	10 Measurement plan
11 Optimization memo + client recap	12 Final campaign pitch + recording

THE FINAL PRESENTATION

- 8-10 slide integrated campaign deck
- 7-10 minute presentation
- Live or approved recorded delivery
- Questions and answers
- Personal development plan

ASSESSMENT

Progress measured from every angle

The program evaluates language, marketing judgment, collaboration, tool use, and the ability to explain professional decisions.

Weekly sprint deliverables	30%
Professional English performance	25%
Digital marketing application	20%
Collaboration + Agile participation	10%
Final portfolio + presentation	15%

SHARED 1-4 PERFORMANCE RUBRIC

Clarity	Message organization and ease of understanding
Language control	Accuracy, range, and impact of errors
Fluency + interaction	Natural delivery, spontaneity, and interaction
Marketing judgment	Connection among audience, objective, channel, and evidence
Tool application	Correct workflow and ability to explain the tool's role

Score 4: Career-ready • 3: Effective • 2: Developing • 1: Needs support

Ready to communicate. Ready to contribute.

COMPLETION REQUIREMENTS

- Overall score of at least 70%
- At least 9 of 12 weekly deliverables submitted
- Final capstone portfolio submitted
- Final presentation delivered live or by approved recording
- Demonstrated improvement from baseline to final English performance

RESPONSIBLE AI STANDARD

AI is a learning partner—not a substitute for the learner. It can expand practice and improve reflection, but every submitted decision must remain explainable in the learner's own English.

LEARNERS MAY

- Brainstorm alternatives
- Practice role-plays
- Ask for explanations and examples
- Identify grammar or clarity problems
- Compare tones and formats
- Generate rehearsal questions

LEARNERS MUST

- Verify facts and platform recommendations
- Revise output in your own voice
- Keep a short prompt-and-revision log
- Explain every submitted decision without AI
- Never enter confidential employer, customer, or personal data

**Build your English.
Build your digital career.**