

October



On this Calendar, you can see every new launch and event planned by the Rock University team for the current month. It includes live sessions, new learning paths, and new certifications.

Just click on an event to read more about it and access it.

How to Identify Each Content on the Calendar

The dots next to the content's title indicate what type of content it is.

- Product Certifications
- Free Certifications
- Premium Certifications
- Marketing Backstage
- Live Training
- Learning Paths

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
02	03	04	05	06 ● Google's Helpful Content Update: How You Can Prepare	07	08
09	10	11	12	13 ● Building a Customer Journey Map	14	15
16	17	18	19	20 ● Black Friday: How to Plan Your Marketing Campaigns	21	22
23	24	25	26	27	28	29

LIVE TRAINING



Google's Helpful Content Update: How You Can Prepare

- ✓ What the new update means
- ✓ What should creators know
- ✓ How to adjust your content to the new update
- ✓ Examples

This live training will take place on **October 6th at 1pm EST**

[Access the Live Training!](#)

[Add to calendar](#)

MARKETING BACKSTAGE



Building a **Customer Journey Map**

- ✓ What is a Customer Journey Map and its benefits
- ✓ How to create a Customer Journey Map
- ✓ Examples

This live session will take place on **October 13th at 1pm EST**

[Access the Live Training!](#)

[Add to calendar](#)



LIVE TRAINING

Black Friday: How to Plan Your Marketing Campaigns

- ✓ The moment to start advertising
- ✓ What to promote on Black Friday
- ✓ Marketing tips and strategies for 2022
- ✓ Examples

This live training will take place on **October 20th at 1pm EST**

[Access the Live Training!](#)

[Add to calendar](#)