



Delightful Cappadocia 2026 Spring School Program

Digital Marketing, 1 Week 25 Lecture Hours
+ Online Component / Blended Mobility – 3 ECTS

Opportunity to discover one of the eight-fairytale destinations in the world! Pack your bag this Easter to discover this wonderland and learn all about 'Digital Marketing' at the same time.

Course: This course aims students to understand why customers and data have become so essential to marketing. How brands can use customer data to market more effectively, how marketers and business owners can take full advantage of authentic content and online connections to build brand presence and foster loyalty. Course helps you to learn primary means to connect and engage with customers in a digital world.

What is Included?

25-hour course + Online component with ECTS credits and course materials
7 Nights of Accommodation on a Full-board Basis
Airport Transfers (within the mentioned time range)
1 Full-day Sightseeing Tour (Göreme Open Air Museum & Rose Valley Tour)
Free museum entrances • Certificate of Participation and Transcript of Records
Delightful Program Amenities (Bag, Hoodie, and Notebook)

11 April – 18 April 2026

Accommodation: **7 Nights at 5 Star Perissia Hotel** (Breakfast, lunch and dinner)

Fees: **1090 Euros (990 Euros Early Bird Fee until Nov 01)**

Registration Deadline: **27th of March 2026**



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