

81EIGHTEEN. ACADEMY PREP

**FALL
2026**



- ☒ ABOUT
- ☒ STUDENT BODY
- ☒ PROGRAMS & CURRICULUM
- ☒ STUDENT LIFE
- ☒ ACADEMIC CALENDAR
- ☒ TUITION & SCHOLARSHIP
- ☒ ENROLLMENT



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- ☒ HARVARD PUBLISHING
EDUCATOR



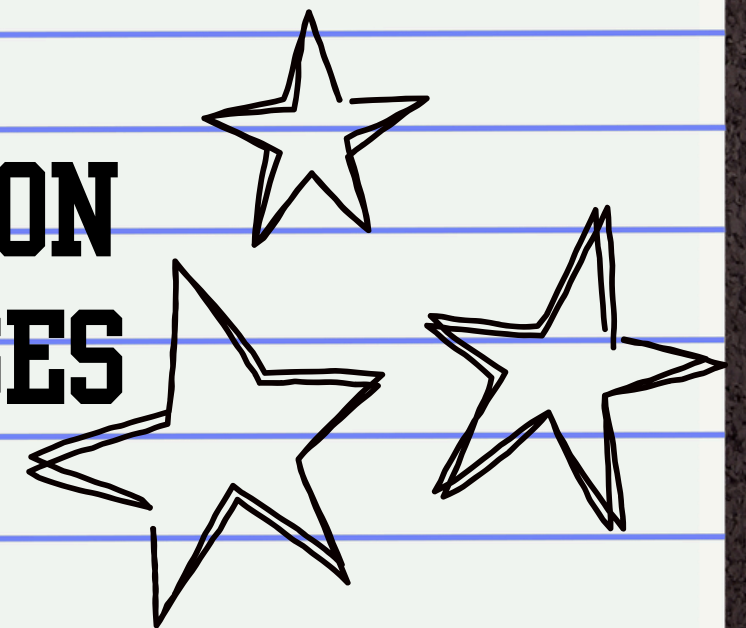
ABOUT



☒ **4-WEEK CERTIFICATE PROGRAM**

☒ **2 WEEKS OF INSTRUCTION**

☒ **4 PREPARATORY CLASSES**

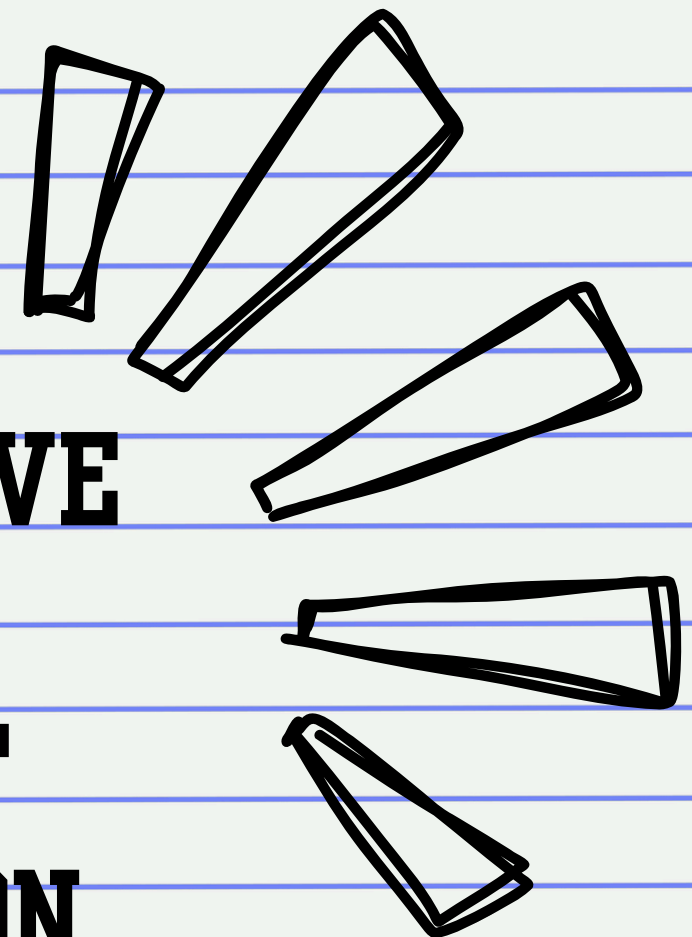


BUILD FAMILIARITY WITH EMAIL MARKETING, HOW IT WORKS, AND WHERE IT FITS IN YOUR BUSINESS.

STUDENT BODY



- ☒ **WOMEN**
- ☒ **GENDER-EXPANSIVE**
- ☒ **BIPOC**
- ☒ **NEURODIVERGENT**
- ☒ **FIRST-GENERATION**
ENTREPRENEURS



PROGRAM



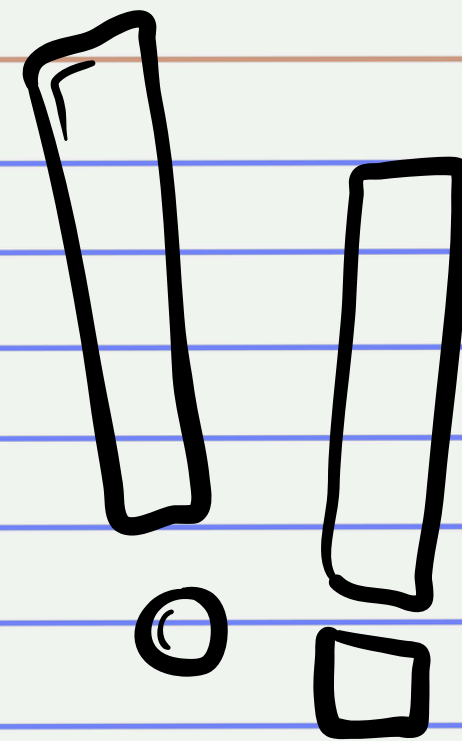
- ☒ SEGMENTATION
- ☒ PERSONALIZATION
- ☒ AUTOMATION
- ☒ OPTIMIZATION



CURRICULUM



- ☒ SEG 100
- ☒ PER 200
- ☒ AUT 300
- ☒ OPT 400



HONORS IS AN INVITE-ONLY DISTINCTION WITH BONUS
LEARNING FOR STUDENTS READY TO TAKE THEIR
WORK A BIT FURTHER.

CURRICULUM

☒ **SEG 100 · INTRODUCTION TO
SEGMENTATION** **WEEK 2**

☒ **PER 200 · INTRODUCTION TO
PERSONALIZATION** **WEEK 2**

☒ **AUT 300 · INTRODUCTION TO
AUTOMATION** **WEEK 3**

☒ **OPT 400 · INTRODUCTION TO
OPTIMIZATION** **WEEKS 3**

CURRICULUM

A Class at the Academy



ARRIVE

GET SETTLED, SEE WHAT YOU'LL LEARN, WHY IT MATTERS, AND WHAT TO EXPECT FROM THE CLASS.



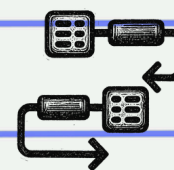
ABSORB

WATCH FIVE SHORT VIDEOS. EACH ONE COVERS A DIFFERENT PART OF THE CLASS, MAKING EVERYTHING EASIER TO FOLLOW.



APPLY

USE YOUR WORKBOOK, CLASS MATERIALS, EXAMPLES, AND GUIDED EXERCISES TO FOLLOW ALONG.



ACT

APPLY WHAT YOU'VE LEARNED BY WORKING THROUGH THE ACTIVITIES. PUT THESE IDEAS INTO PRACTICE FOR YOUR BUSINESS.



ASSESS

SEE WHAT YOU UNDERSTAND SO FAR, NOTICE ANYTHING YOU WANT TO REVIEW, AND FINISH THE CLASS ASSESSMENT.



ASK

IF YOU'VE GOT QUESTIONS, FEEL STUCK, OR HAVEN'T FINISHED SOMETHING, BRING IT TO STUDY HALL OR OFFICE HOURS.

CURRICULUM

e.g.

A Week in the Academy



MONDAY — SEG 100
WATCH / LEARN



TUESDAY — SEG 100
WORK / APPLY



WEDNESDAY — STUDY HALL · TUTORING
CATCH UP / GET SUPPORT



THURSDAY — PER 200
WATCH / LEARN

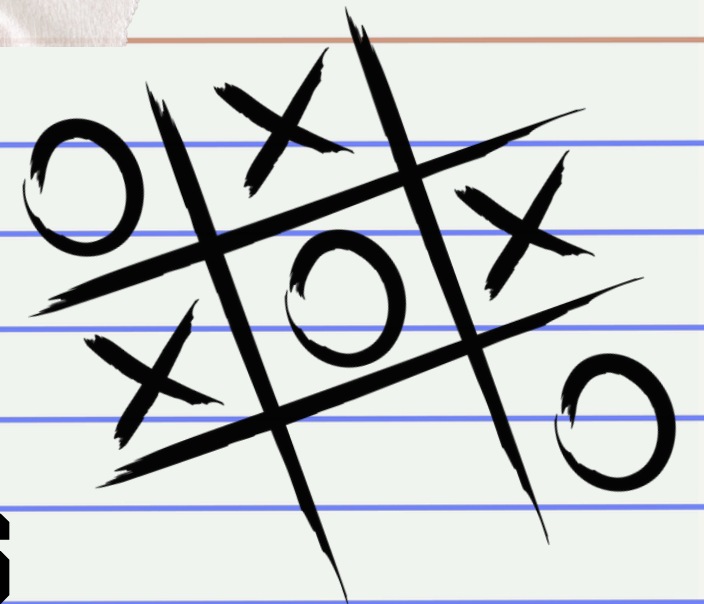


FRIDAY — PER 200 + OFFICE HOURS · HELP DESK
WORK / APPLY

STUDENT LIFE



- ☒ **ACADEMICS**
- ☒ **CAMPUS LIFE**
- ☒ **STUDENT ACTIVITIES**
- ☒ **MILESTONES**



THE FIFTH STUDENT

ACADEMICS

- ☒ HOMEROOM
- ☒ STUDY HALL · TUTORING
- ☒ OFFICE HOURS · HELP DESK
- ☒ AFTER-SCHOOL // HOMEWORK · EXTRA CREDIT
- ☒ ADVISORY + GUIDANCE GROUPS

CAMPUS LIFE

- ☒ WELCOME WEEK
- ☒ SPIRIT WEEK
- ☒ FOUNDERS DAY
- ☒ SKIP/CUT DAY
- ☒ COMPLETION WEEK

STUDENT ACTIVITIES

- ☒ P.E. (PRODUCTIVITY EXERCISES)
- ☒ LABS & WORKSHOPS
- ☒ CLINICS
- ☒ CLUBS & ORGS
- ☒ ASSEMBLIES

MILESTONES

- ☒ ORIENTATION
- ☒ CONVOCATION
- ☒ CERTIFICATE
- ☒ COMMENCEMENT

CALENDAR



≡Welcome≡

WELCOME WEEK

AUGUST 31 — SEPTEMBER 13



CLASSES 1 + 2

SEPTEMBER 14 — 18



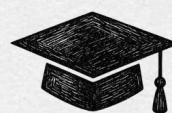
CLASSES 3 + 4

SEPTEMBER 21 — 25



COMPLETION WEEK

SEPTEMBER 29 — OCTOBER 26



COMMENCEMENT

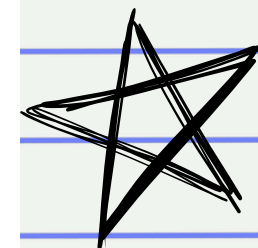
OCTOBER 4

TUITION



\$250

- ☒ **4-WEEK CERTIFICATE PROGRAM**
- ☒ **4 CORE CLASSES + MATERIALS**
- ☒ **STUDY HALL · OFFICE HOURS**
- ☒ **STUDENT MERCH**
- ☒ **CERTIFICATE + COMMENCEMENT**

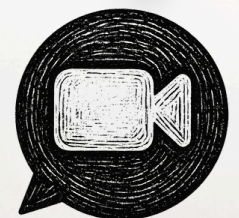


ACADEMY PREP GRADUATES RECEIVE A **\$250**
SCHOLARSHIP TOWARD ACADEMY TUITION.

OPEN HOUSE



- ☒ **ACADEMY PREP**
- ☒ **PROGRAM + CURRICULUM**
- ☒ **STUDENT LIFE**
- ☒ **ACADEMIC CALENDAR**
- ☒ **TUITION + SCHOLARSHIP**
- ☒ **ENROLLMENT**
- ☒ **Q+A**



ENROLLMENT



☒ TAKE THE READINESS QUIZ



SEE WHETHER ACADEMY OR ACADEMY PREP IS THE RIGHT FIT.

☒ ATTEND OPEN HOUSE



OPTIONAL: TAKE A LOOK AROUND + BRING YOUR QUESTIONS

☒ COMPLETE ENROLLMENT



SAVE YOUR SEAT AND CHOOSE YOUR PAYMENT OPTION.

☒ GET READY FOR SCHOOL

WATCH FOR YOUR STUDENT INFORMATION AND WELCOME WEEK DETAILS.