



Course Title: Growth Marketing: Proven Theories Powered by New Technologies

Course Code: BUS 257

Instructor: Mada Seghete, Ethan Smith

Course Summary:

**Please see course page for full description and additional details.*

We will focus on topics such as implementing an online acquisition strategy, activating and converting users, driving core product strategy to increase user retention, and building a high-performance growth marketing team. The classroom experience will involve a blend of mini-lectures, tips from experts in the industry, and opportunities for hands-on practice within a team applying each week's insights on a real-life company. For this class, the client you will be consulting for will be [MasterClass](#).

Grade Options and Requirements:

- No Grade Requested (NGR)
 - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
 - Students must participate in at least 70% of weekly discussions and/or Zoom sessions and join a mini-project team and participate in the weekly discussions.
- Letter Grade (A, B, C, D, No Pass)
 - Students must participate in at least 70% of weekly discussions and/or Zoom sessions, and complete the final project presentation as part of their project team.

**Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Class structure:

- 10 - 15 min - Discussion of reading
- 20 - 25 min - Mini lecture on week's topic
- 15 - 20 min - Group activity in project team on the current topic and how it applies the client
- 40 min - Real-life case studies/panel discussion with industry professionals

Please contact the Stanford Continuing Studies office with any questions
 365 Lasuen St., Stanford, CA 94305
 continuingstudies@stanford.edu
 650-725-2650

Tentative Weekly Outline:

Week 1, Sept 28th – Introduction to Growth, the growth framework, and an overview of the challenges of growth on mobile

Tentative guests:

- Charles Taira, CRO Lead @ MasterClass

Week 2, Oct 5th – Paid Acquisition and affiliates - an intro to paid acquisition and how it plays into your growth plan.

Tentative guests:

- Matt Lamers, VP of Digital Acquisitions Strategy @ Synchrony Financial
- Niila Ali, SVP, Commerce @ BuzzFeed

Reading List:

- [Beginner's guide to paid mobile user acquisition](#)
- [Ultimate Guide to Mobile User Acquisition](#)

Week 3, Oct 12th - Organic Acquisition – an intro to organic acquisition and SEO and how each play into your growth plan.

Tentative guests:

- Eli Schwartz, Head of SEO @ Survey Monkey
- Kevin Indig, VP of SEO @ G2

Reading List:

- [SEO by Intent \(with video\)](#)
- [Programmatic SEO: How to Dominate SEO Like TripAdvisor, Yelp and Zillow](#)
- [Pinterest and Grubhub's Former Growth Lead on Building Content Loops](#)

Week 4, Oct 19th - Virality – an intro to virality, how to measure it, and the levers to drive it.

Tentative guests:

- Josh Elman, Partner @Greylock, ex VP product @ Robinhood

Reading List:

- [Jonah Berger on Why Things Catch On](#)
- [The Five Types of Virality and choosing the right one for your product to grow](#)
- *Optional Book* - [Contagious](#) by Jonah Berger

Week 5, Oct 26th - Activation – an intro to activation, why it's important, and how to do it well on mobile

Tentative guests:

- Charles Taira, CRO Lead @ MasterClass
- David Mazza, VP Growth marketing, Postmates

Reading List:

- [How to Use Cialdini's 6 Principles of Persuasion to Boost Conversions](#)
- [This Is How You Design Your Mobile App for Maximum Growth](#)
- [Why Onboarding is the Most Crucial Part of Your Growth Strategy \(With Video\)](#)
- [Behavioral Economics Applied to Activation](#)

Week 6, Nov 2nd - Retention – an intro to retention, how to work with marketing and product to do it well, and why it's important

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Tentative guests:

- Casey Winters, CPO@Eventbrite

Reading List:

- [What is good retention](#)

Week 7, Nov 9th - Measurement – an intro to the different types of measurement and why you should think cross-platform

Tentative guests:

- Chris Stevens, Chief Marketing Officer @Spathero

Reading List:

- [A guide to multitouch attribution](#)
- [Death of App Attribution](#)

Week 8, Nov 16th - How to build a growth team + final presentations - In this last session, you will be giving your group presentations, and learn how to build a successful growth team in your current or next organization.

Tentative guests:

- TBD

Reading List:

- [How to build a growth team - Andrew Chen](#)