Course Title: Marketing Strategy for a Mobile World  
Course Code: BUS 142 W  
Instructor: Noah Elkin

Course Summary: You need to be as mobile as your audience is. To do that effectively, you need a plan. BUS 142 W will help you set up a framework to market your business in our increasingly mobilized world.

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

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.

- Letter Grade (A, B, C, D, No Pass)
  - Participation 50%
  - Strategy outline 30%
  - Case study submission 20%

- Credit/No Credit (CR/NC)
  - Score will be determined by student participation and completion of at least one assigned class project (case study or strategy outline). You will be expected to actively contribute to weekly online discussions.

*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.*

Tentative Weekly Outline:

**Week 1: Understanding the Mobile Imperative**
This session discusses what’s changed in the global technology and business landscape, how mobile has changed it and the implications for the way we market, engage and sell to consumers.

**Week 2: The Mobile Marketing Landscape**
This session introduces the key marketplace trends that you need to know to develop and execute an effective mobile marketing strategy.
Week 3: Establishing a Mobile Strategy Framework
This session presents the essential elements of a mobile strategy framework and details a set of conceptual tools that will help you begin to formulate your approach to the mobile marketing opportunity. We’ll illustrate some of these concepts with specific examples of successes and failures, dos and don’ts.

Week 4: Getting the Lay of the Land
This session helps you determine where your brand sits within the broader mobile marketing landscape.

Week 5: Assessing the Competitive Landscape
This session explains how to assess your own mobile readiness and outlines steps you can take to determine strategic possibilities (and roadblocks) relative to your key competitors.

Week 6: Find the Insights You Need about Your Organization
This session explores the first of two key building blocks for formulating your strategy—organizational insights (from stakeholders, content and technical audit and internal data) and audience insights—and how to gather, synthesize and make actionable the right data.

Week 7: Find the Insights You Need about Your Audience
This session explores the second of two key building blocks for formulating your strategy—audience insights, specifically how to gather, synthesize and make actionable the right data.

Week 8: Bringing It All Together
This session helps you integrate all the data you’ve gathered and begin executing on your plan. It will help you determine which elements of the plan you’ll be able achieve with internal resources and which ones will require external partners.

Week 9: Incorporating External Resources
Chances are you will need help at some point along the way. This session introduces key partners and external resources (platforms, service providers, research tools) of which you may need to avail yourself to successfully execute your mobile strategy and effective approaches to incorporating external resources.

Week 10: Respecting the Rules of the Road
This session covers the industry guidelines and government regulations that you’ll need to follow to carry out an effective mobile marketing campaign.