Course Title: Startup Marketing: From Quick Start to Sustainable Results
Course Code: BUS 52
Instructor: Gauthier Vasseur

Course Summary:
BUS 52 focuses on applying marketing best practices to the world of startup. Take into account the specific needs and constraints of this development phase to help strike the right balance between growth hacking and the building of a sustainable marketing machine. Whether you already run or you aspire to lead marketing, this class aims at delivering a complete tool set adapted to your environment. And with weekly interactions with marketing professionals, you’ll get a unique chance to engage with experts from the startup world.

Please see course page for full description and additional details.

Grade Options and Requirements:
• No Grade Requested (NGR)
  o 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)
  o All assignments will be graded on a completed / not completed basis.
    ▪ Attendance 20%
    ▪ Final Presentation 80%
• Credit/No Credit (CR/NC)
  o A passing grade (for “Credit”) = at least 70% of expectations accomplished

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:
Reminder: Sessions are 2 hours 30 minutes each

Week 1: June 22: Messaging and positioning; building a foundation for marketing
  o Introduction: Marketing role in Startups: Which role for which phase?
o Positioning marketing’s role with Sales, Product, and Strategy

o Value proposition creation; cardinal rules and pitfalls

o Key documents to produce to support sales at each stage of the pipeline

Guest speaker: Alex Lobba, Product Marketing Consultant

Week 2: June 29. Field marketing and Go-to-Market; optimizing marketing tools in a startup environment

o Marketing automation. Set up a scalable process for nurturing.
  -Emailing
  -Calling
  -Advertising

o Event management. Options and ROI that matches your company specifics

Guest speaker: Terrence Leung, Sr. Director Field Marketing

Week 3: July 6. Making the best of the web without falling into the hype

o Website agility. Managing a platform that keeps up with business needs

o SEO and social media network: Make them work for you

Guest speaker: Natascha Thomson, Social and Web Marketing Consultant

Week 4: July 13. Keeping the pulse of your marketing spend and impact

o Marketing Analytics. Start in a day recipe to set up seamless monitoring of:
  -Budget
  -Web Analytics
  -CRM and Marketing Automation without complex spreadsheets.

Case study with Zoho Report: Data integration, analysis building, and report delivery