Course Title: Marketing for Non-Marketing Professionals: An Introduction
Course Code: BUS 101
Instructor: Kevin Epstein

Course Summary:
BUS 101 is an introductory overview/survey course that focuses on critical aspects of marketing and lead generation. The goal is to demystify “marketing” so that participants are comfortable challenging marketers in their own organization, or doing some basic marketing program work for themselves.

This course is focused on the outbound side of marketing (lead generation, contact capture, programs), not the inbound side (MRDs, product spec, focus groups).

This is a five-week course and will take place every Thursday, from 7 pm to ~8:50 pm +/-.
There will be a ~10-minute break in the middle of each class. The first half of each class will be in lecture format, and the second half in “hands-on exercise” format. The instructor will be available after each class for questions, and in between sessions via email and the discussion group.

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 show up in class, participate in class and in the online forum
  o final 4-hour paper
  o Instructor strongly encourages the NGR or CR/NC, not the letter grade, option.
- Credit/No Credit (CR/NC)
  o A passing grade (for “Credit”) = show up in class, participate in class and in the online forum

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
• Topics covered: Introduction to the Course, “Planning”
• Hands-on: SWOT analysis
• Reading assignment: book, chapter 1 & 2

Week 2
• Topics covered: “Awareness, parts I and II”
• Hands-on: Crafting a Message
• Reading assignment: book, chapter 3 & 4

Week 3
• Topics covered: “Contact Capture and Lead Qualification”
• Hands-on: Lead Gen Programs and Contact Capture
• Reading assignment: book, chapter 5 & 6

Week 4
• Topics covered: Competition (and handling it)
• Hands-on: Competitive Strategy
• Reading assignment: book, chapter 7 & 8

Week 5
• Topics covered: “Mistakes”!
• Reading assignment: book, chapter 9

Miscellaneous:
1. Instructor very strongly encourages participation in the online forum: http://finance.groups.yahoo.com/group/stanford-bus101/

2. Instructor will make the key slides available *after* each class on that group.

3. Instructor encourages class members to actively participate in the class and ask insightful and challenging questions. A lively exchange of ideas is crucial for participants to get the most out of the investment in this class. Participants will not be allowed to simply sit passively and listen; attempt at your own risk.