Course Title: Turnkey Marketing: Turn Products into Profits  
Course Code: BUS 34 W  
Instructor: J. Cafesin  

Course Summary:  
Turnkey Marketing teaches methodologies for implementing an idea into a sellable product, through launching a lean startup. Goals include creating a product or service that fulfills a need in the marketplace, then developing branding, marketing tools, and strategies to launch your new product to targeted markets.  

Please note: An idea for a product or service will be assigned if student does not provide one of their own. The objective of this course is to go through the process of actualizing ideas for the marketplace, now or in the future.  

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.  

• Credit/No Credit (CR/NC)  
  o Score will be determined by student attendance and participation.  

• Letter Grade (A, B, C, D, No Pass)  
  o All assignments will be graded on a completed / not completed basis.  
    ▪ Attendance 30%  
    ▪ Class Participation 10%  
    ▪ Weekly Assignments 10%  
    ▪ Cumulative Assignments 50%  
  (end-of-quarter projects)  

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.  

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:**
Marketing [anything] Foundation and Basics  
Ready, Aim, Fire Marketing Method  
Productizing Ideas  
Target Marketing  
Competitive Analysis  
Horizontal and Vertical Marketing  
Profit Models Review

**WEEK 2:**
Branding 1—Product/Service/Startup Name and Tagline  
Design Fundamentals 1—The Art of Design; Basic Color Theory; Typography

**WEEK 3:**
Corporate Identity Development  
Branding 2—Branding Standards Across Media  
Design Fundamentals 2—Best Practices of Print and Online Graphic Design  
Classic and Digital Print; Online Reproduction Basics

**WEEK 4:**
Online Marketing Overview  
Basic Online Operations; UI/UX; Cloud Computing; Ecommerce; IaaS/PaaS/SaaS  
Platforms of Online Marketing  
Web Hosting

**WEEK 5:**
Website Development Overview  
Website Anatomy/Content; Landing Pages  
Responsive Design; Templates; Parallax Scrolling; Custom HTML/CSS, etc.

**WEEK 6:**
Online Advertising  
Display Ads; PPC; Business Blogs; Eblasts; Video Campaigns  
Tools and Techniques for Developing Visual and Audio Content

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WEEK 7:
Copywriting Basics
Psychology 101
Creating Content That Sells Product and / or Brand
Copy Content Anatomy
Effective CTAs (Call to Action)
SEO / SEM Content Best Practices

WEEK 8:
Social Networking; Social Media Strategies
Classic Marketing Tools and Methodologies
Using Analytics; Predictive Modeling; Sentiment Analysis
Venture Capital; Angel and Crowd Funding

END SESSION