Course Title: Go-to-Market Strategies and Tactics for Entrepreneurs  
Course Code: BUS 50  
Instructor: John F. Rizzo  
(www.linkedin.com/in/jfrizzo)

Course Summary:  
This course is targeted for the technology entrepreneur and any newly minted or mid-level marketing or sales contributor or manager in the tech space. Please see course page for a full description.

Grade Options and Requirements:  
- No Grade Requested: This is the default option, just show up for class  
- Letter Grade or Credit/No Credit (CR/NC)  
  - Students must attend at least 5 of 6 class sessions, complete a piece of written work or brief group presentation in class 6, and a survey form at the end of class (to be discussed further in class).

*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 (Monday October 3) – Setting the Stage for a Successful Course  
  - Introductions & Roll call  
  - Getting in sync on what you want from the course  
  - Context and definitions  
  - Review of pre-work from 1st course assignment  
  - Technology company lifecycle and role of leadership, sales, marketing and GTM teams and strategies  
- Week 2 (Monday October 10) – The Economics of Technology Startups and the Impact on GTM  
  - Startup stages and funding sources  
  - Role of the founding entrepreneur and early leadership team  
  - Leadership requirements at each stage of lifecycle  
  - Sales, Marketing, GTM needs at each stage of the lifecycle  
  - Economics, measurements, and never running out of capital  
  - Developing dashboards and KPMs for attractive investment
• Week 3 (Monday October 17) – Marketing & Products Deeper Dive
  o Product management roles and expectations
  o Marketing roles and expectations
    ▪ Corporate marketing (creative services, PR, etc)
    ▪ Demand generation, digital marketing & demand capture (AKA sales leads)
    ▪ Social media and social marketing
    ▪ Marketing technology and operations
    ▪ Sales enablement
    ▪ Analytics
    ▪ High-touch marketing
  o Impact and collaboration on the rest of the company
  o Relationship with development, sales, finance, and the GTM teams
  o Technologies and tools
  o ROI

• Week 4 (Monday October 24) – Sales Deeper Dive
  o Sales roles and expectations
  o Inside sales roles and expectations
  o Outside sales roles and expectations
  o The emergence of the BDR (business development rep), roles and expectations
  o Forecasting and pipeline management
  o Impact and collaboration on the rest of the company
  o Relationship with marketing and finance teams

• Week 5 (Monday November 7) – Integrating and Executing on the GTM Strategy
  o Mapping and integrating the complete GTM process
  o Discussion of the three case study companies
  o Guest speaker(s) to set the stage for the final assignment
  o Description of deliverables in final class

• Week 6 (Monday November 14) – Presentations by students and final remarks and
  o Group presentations – Three example technology companies will be used as sources for case study creation
  o Small groups will be assigned in Week 5 (size of groups and number pending class attendance)
  o Each group will prepare a 15 minute presentation on the examination of each company with an assessment of their current GTM and a recommendation of optimal GTM
  o Final remarks and wrap up
  o Course survey

Please contact the Stanford Continuing Studies office with any questions
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