



**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 in weekly discussions      50%
  - Completion of weekly assignments      30%
  - Strategy outline      20%
- Credit/No Credit (CR/NC)
  - Score will be determined by student participation in discussions (50%) and completion of the four weekly assignments (50%).

*\*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-Driven Customer Journey**

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.

Please contact the Stanford Continuing Studies office with any questions  
365 Lasuen St., Stanford, CA 94305  
continuingstudies@stanford.edu  
650-725-2650

**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: Assessing the Competitive Landscape**

This session helps you determine where your brand sits within the broader mobile marketing landscape and how to assess your own mobile readiness. It also outlines steps you can take to determine strategic possibilities (and roadblocks) relative to your key competitors.

**Week 5: Find the Insights You Need about Your Organization**

This session explores the first of two key building blocks for formulating your strategy—organizational insights, which you'll get from stakeholders by conducting content and technical audits, and analyzing internal data.

**Week 6: 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 7: Bringing It All Together**

This session helps you integrate all the data you've gathered and begin executing on your plan, including how to prioritize tactics against your strategy. It will help you determine which elements of the plan you'll be able to achieve with internal resources, which ones will require external partners and how to effectively share your strategy with company leaders.

**Week 8: Incorporating External Resources and Partners**

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, plus effective approaches to incorporating external resources.