Harvard Business School Online

4 weeks
4-5 hours per week

Entrepreneurial Marketing

Syllabus

Entrepreneurial Marketing is an online course that teaches you how to craft and continually adapt go-to-market strategies for new ventures, products, and services. You'll develop a proven toolkit for identifying, capturing, and influencing customers and learn how to create a viable, scalable business using limited resources, whether you're an entrepreneur, intrapreneur, or small- to medium-sized business owner.

Modules	Leaders Interviewed	Takeaways	Key Exercises
Module 1 **Introduction to Entrepreneurial Marketing**	**Nicole Clay**, Co-Founder/CMO, Hue	• Formulate a customer value proposition • Describe the four key elements in a startup business model • Analyze product-market fit • Distinguish between marketing-led and sales-led organizations	• Formulate and test a Customer Value Proposition (CVP) • Calculate the ratio of customer lifetime value (LTV) to customer acquisition cost (CAC) of a business
Module 2 **Understanding the Customer**	**Amir Peleg**, Founder/CEO, TaKaDu	• Determine your beachhead customer • Explain customer segmentation • Generate customer personas • Identify an organization's decision-making unit (DMU) • Map the buying journey • Calculate the sales funnel	• Build a customer persona and related buyer journey • Map members of a company to their specific role within the decision-making unit (DMU)
Module 3 **The Entrepreneurial Marketing Toolkit**	**Aubrie Pagano**, Founder/Former CEO, Bow & Drape	• Recognize core tools in the Entrepreneurial Marketing Toolkit • Identify the 4 components of Brand: values, personality, voice, visuals • Develop useful customer personas • Explain the POEM framework • Identify the potential benefits and risks of marketing channels and platforms • Define product-led growth and demonstrate how different businesses can utilize it	• Explore brand development exercises to help you understand the values that motivate your company • Practice using paid, owned and earned media
Module 4 **Strategies for Growth and Closing**	**Matias Recchia**, Founder, IguanaFix	• Analyze your go-to-market (GTM) strategy to determine your growth options • Evaluate the relationship between business models and growth • Assess the options for growth in two dimensions: markets and products • Develop an entrepreneurial marketing mindset	• Use a 2x2 matrix to assess options for growth

Learning requirements: In order to earn a Certificate of Completion, participants must thoughtfully complete Modules 1-4 and exercises therein by stated deadlines.

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