

Course Syllabus
University BA Pre-Graduate Course Program Outline for Spec. # 38.03.02 - The Bachelor in
Management

I. Course Description

(a) Title of a course

Startup Marketing

(b) Pre-requisites

This Course Program establishes following requirements: basic knowledge of marketing, basic understanding of project management.

(c) Course type

Compulsory

(d) Abstract

The course is specifically designed for bachelor students seeking to gain information about startup marketing. Students will become acquainted with the latest thinking in the field of digital marketing & social media marketing. One of the features of the course is the fact that in addition to theoretical knowledge, students will be able to meet marketing managers from Russian and foreign companies. Over and above, for better acquisition of knowledge, case method will be used during seminars.

II. Learning objectives

At the end of this course, students who have successfully completed it will have a solid understanding of startup marketing. They will be introduced to current startup marketing tactics and the new marketing concepts.

III. Learning Outcomes:

- (a) To acquire an understanding of concepts in startup marketing.
- (b) To understand the strategic role of marketing in startup projects.
- (c) To gain an understanding of the marketing channels and tactics.
- (d) To practice the process of analyzing a marketing situation or opportunity, formulating marketing strategy, and developing and implementing a marketing plan.
- (e) To integrate marketing knowledge with other areas in business

Competences:

- (a) Able to learn, acquire new knowledge, skills, including in a field other than professional
- (b) Able to work with information: to find, evaluate and use information from various sources; able to solve scientific and professional problems (on the basis of a systematic approach)
- (c) Able to work in a team
- (d) Capable of analysis and planning in a digital environment
- (e) Able to offer organizational and management decisions and assess the conditions and consequences of decisions

IV. Course Plan

1. Marketing in Startups (what's the difference from small businesses?)
2. 4P or ?P's
3. Segmentation, Targeting, Positioning
4. Startup team

5. Trends and Consumer Insights
6. Marketing Communication and Promotion
7. Assessment Startup's Performance
8. Startup Industries - Foreign and Russian Practices

V. Reading list:

Required:

1. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company
Steve Blank, Bob Dorf. 2012.

Optional:

2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
Eric Ries. 2011.
3. Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant
W. Chan Kim and Renee Mauborgne. 2005.
4. Decoded: The Science Behind Why We Buy
Phil Barden. 2013.
5. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers
Alexander Osterwalder, Yves Pigneur. 2010.
6. Business Model You: A One-Page Method For Reinventing Your Career
Tim Clark, Alexander Osterwalder. 2012.
7. Value Proposition Design: How to Create Products and Services Customers Want (Strategyzer)
Alexander Osterwalder, Yves Pigneur. 2015.

VI. Grading

The total qualification score is inclusive of:

- a. Group Projects – 40%
- b. Intermediate Quizzes – 30%
- c. Project (Exam) – 30%

VII. Guidelines for knowledge evaluation:

Forms and Types of Testing

Type of testing	Form of testing	4 th year				Parameters
		1	2	3	4	
Current	Group projects	*	*			Project 10 minutes (oral)
Intermediate	Quiz		*			Written assignment, 45 minutes
Final	Individual Project (Exam)		*			Discussion, individual questions

The score ranges from 1 to 10 where:

1,2,3 stand for “unsatisfactory” score

3,4,5 stand for “satisfactory” score

6,7 stand for “good” score

8,9 stand for “perfect” score

10 stand for “excellent” score

Scores are rounded upwards to the higher digit effective from .5, e.g. the score of 4.50 is amplified to 5.00, 4.49 will be downgraded to 4.00 and so on.

Group projects: Cases describe interesting marketing problems encountered by real firms. We use them as good examples that illustrate and apply marketing concepts and skills in the course. Cases also give an opportunity to make and justify marketing decisions. In cases students will focus on identifying the marketing problems, introducing marketing concepts and skills that can help solve these problems, and applying these concepts and skills to recommend a course of action for the firm. There is no "right" answer to a case, but usually some answers are better than others.

For each case student are responsible for an individual case write up. Each case write-up will account for 5% of student's final grade.

Quiz (unannounced tests). The bonus quizzes will encourage students to stay current with the lectures and makeup if they are falling behind. Students can earn up bonus points through these quizzes.

VIII. Methods of Instruction

Present course includes lectures, projects, group work, presentations, case studies, paper analysis and discussion.

IX. Special Equipment and Software Support

Notebook, Overhead projector, Screen, Whiteboard, MS Office.