Course Description
The company that has the most paying customers wins. But how do you get the word out, drive demand for your products and services, and generate sales cost effectively? Marketing has changed dramatically from the days of untraceable advertising spend. Today good marketing involves careful strategic analysis of how to reach the target audience, determine appropriate tactics, execute the plans and measure results. This course describes the fundamentals of outbound and inbound marketing and explores the myriad of options available in today’s world of traditional and social media. You will learn how to combine both effectively and apply your skills to create a viral marketing strategy for a start-up company or a new product.

Course Topics

Core Principles
Lynda Kate Smith

Students get a strong and thorough base of marketing principles. Regardless if you are using traditional marketing tools like advertising and PR or are leveraging new social techniques, there are a few things that remain unchanged. This module covers the underlying logic of what makes all marketing successful.

Assignments:
1. Inbound vs. Outbound
2. Creating a Strategy
3. Horizontal Messaging Framework
4. Marketing Brilliance?

Leveraging Outbound Marketing
Lynda Kate Smith

Outbound marketing is what most people think of when they think of marketing. It is the act of “buying” a prospects attention aka seeking them out. During this session, we will explore how marketers provide air cover through effective PR and Buzz marketing as well as the basics of driving action that results in people buying something.

Assignments:
1. Leveraging “What Sells”
2. Buzz Marketing
3. Creating Demand

Tapping Inbound/Social Marketing
Lynda Kate Smith

Isn’t it better when your customers call you, seeking to buy your products? In this module, you will learn what inbound marketing is all about, how it got started, and what is fundamentally different from the more traditional world of outbound. We will explore the new tools marketers now have in hand and are learning how to use every day.
Generating Virality and Word-of-Mouth in Today’s Connected Marketplace

Donna Novitsky

Virality does not just happen, though it may look that way. It generally takes months or years of careful planning and experimentation. This module uses a case study to show how to use product design, outbound and inbound marketing to drive viral demand for a business-to-consumer internet service. We will review successful viral marketing tactics and pull together earlier modules to show how marketing today requires a thorough understanding of the target market and a multitude of traditional, social and innovative marketing programs.

Assignments:
1. Starting Yiftee
2. Viral Coefficient
3. What is Viral?: The Yiftee Homepage
4. How Would You Use Integrated Marketing to Spark Yiftee’s Virality?
5. Final Project

Course Requirements
Please watch all course videos and complete all course assignments. Successful completion of the assignments, final examination and course evaluation is required to complete this course. Access to the exam will automatically be given to you on the learning platform after you have submitted all required assignments. A score of 90% is required to successfully pass the exam. Once you have passed the examination and completed the evaluation a digital record of completion will be emailed to you. The exam is consists of multiple choice questions, and is done online.

Assignments
Each assignment will be submitted via the course assignment submission area. To successfully complete each assignment you will need to follow all instructions. Upon completing an assignment you will be given access to the discussion of the answers to that specific assignment. Upon submission of all assignments, you will be given access to the course exam. You will be receiving instructor feedback on some of your submitted assignments. Feedback on those assignments will be given within 3-5 business days and can be reviewed in the course assignment submission area.

Any questions related to the assignments should be sent to ask-the-professor-innovation@lists.stanford.edu. Be sure to include your name, the course number, and assignment name along with your questions.

Course Materials
All course materials are provided within the course website. These include the course videos, assignment instructions, case studies, and other course handouts.

Questions
For content-related questions, please contact ask-the-professor-innovation@lists.stanford.edu. Be sure to include your name, the course you are taking and your questions.

For questions relating to course materials, billing, testing, general program information, etc., please contact SCPD Student Services at stanford-innovation@stanford.edu or 650-273-5459. Available 8:30am- 4:30pm PST, M-F.