



Short Syllabus

Course Title	Credits
Marketing for Entrepreneurs	2
Lecturer	
Anat Goldstein	
Contact details	
Anatgo@mta.ac.il ; Office hours: 9:00-15:00	
Semester	
Spring	
Short Description	
<p>Traditionally, a corporate marketing manager establishes a marketing strategy, that includes customer segmentation, competition, branding and positioning their product in the market. Then, they use marketing channels and tools to operate their strategy and plan within the budget.</p> <p>A start-up marketing manager (also named: “Growth Hacker”) faces different challenges, as they cannot rely on “last year’s sales” and customer’s loyalty to a brand. They have a limited budget to launch and grow fast and exponentially, trying to find early adaptors as customers, and low-budget marketing channels to reach those customers. Today's digital age brings a variety of digital marketing tools and online platforms, which can help marketing entrepreneurs, cope successfully with those challenges.</p> <p>In this course, we will learn the basic marketing management strategy, emphasizing the difference between corporate and entrepreneurial marketing. As for marketing tools, we will focus on digital online marketing tools, such as google analytics and facebook a/b testing, that are widely used in the process of launching a new product to the market.</p> <p>Reading, presenting, learning from experts and the lecturer’s marketing experience, discussing and analyzing relevant issues in marketing, including current social media and crowdfunding campaigns, will provide practice in assessing and solving marketing challenges.</p>	
Final grade components	
<p>Midterm: 10% of final grade – Google Analytics Academy Beginners - certificate of completion</p> <p>Final requirement: 75% of final grade – In-class presentation to reviewers from the entrepreneurial eco-system + Submission of “One Pager”.</p> <p>Participation: 15% of final grade</p>	



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Attendance

Attendance is mandatory. Students are permitted a maximum of three unauthorized absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.*

Academic Conduct

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.*

Final assignment

Exam dates and submission deadlines are published on the Liberal Arts website. Courses with a final exam also have a second make-up exam. Students requiring an extension for a final paper must submit an Academic Committee Request Form to the Liberal Arts office in advance of the deadline. Late papers will be subject to a point deduction.*

Additional requirements

* See Liberal Arts academic handbook for further details