

## **Course Description**

---

The success of a product depends more often than not on a smart and well executed Go-To-Market Strategy (GTM). This workshop introduces the GTM Strategy Roadmap method, the first structured approach to plan, test and successfully execute complex product launches. Students will explore novel tools and methods to complement their expertise and empower their organizations by being more creative, more precise, more convincing and more impactful. Each session provides opportunities to apply, share and discuss real business cases, test new ideas with other experts and challenge oneself and one another to grow and move to the next level of strategic product marketing.

## **Learning Objectives**

---

On successful completion, students will be able to:

- Design a structured and impactful GTM Strategy Roadmap.
- Utilize the latest tools and methods to assess markets, products and consumers.
- Evaluate marketing channels and create an effective marketing action plan.

## **Target, Demand, Competition and Jobs**

---

### **a. Intended Target Audience**

The workshop is designed for marketing, sales and product management professionals who wish to enhance their skills in Go-To-Market strategy and execution.

### **b. Demand**

Go-To-Market Strategy has always been a critical aspect of product marketing, however, it has never been formalized through academic research. Given the absence of structured methods and tools to create GTM strategy it is not surprising that the most common related search terms for 'go to market' are concerned with the definition and application of the concept.

**c. Competitive Benchmark**

To our knowledge, there are no courses on Go-To-Market Strategy offered by reputable academic institutions. However, short courses are offered by a few reputable professional organizations, for example:

<https://docs.google.com/spreadsheets/d/16bT8rP9ZfZ6YAGO0kMYceCtVrFUf6DmBO3dFoivUJxU/edit?usp=sharing>

**d. Job Market**

While Go-To-Market is not a specific job title, in the U.S., it is a key component for positions in marketing, product management and sales:

<https://www.indeed.com/career/salaries/go%20to%20market?from=whatwhere>

## Prerequisites

---

None specified.

## Session by Session Summary

---

Total course contact hours: 8

Module	Theme	Topics	Assignments / Readings
1	The state of Go-To-Market Strategy	<ul style="list-style-type: none"><li>● GTM to cross the chasm</li><li>● GTM vs traditional sales</li><li>● GTM Strategy Roadmap overview</li><li>● Understanding Corporate and Product Strategy and Market</li></ul>	<ul style="list-style-type: none"><li>● Assignment on link between corporate and product strategy.</li><li>● Reading assignment on Product Positioning.</li></ul>
2	Understanding	<ul style="list-style-type: none"><li>● Product features and benefits</li></ul>	<ul style="list-style-type: none"><li>● Assignment on product</li></ul>

## COURSE OUTLINE

Expert Workshop: Hacking the Go-To-Market Strategy

BUS ADM 870.1

0.8 Continuing Education Units

Approving Department: Haas School of Business

	Product	<ul style="list-style-type: none"><li>● Unique Value Proposition or Need-Gap Solution</li><li>● What qualities to use for effective product positioning?</li></ul>	<ul style="list-style-type: none"><li>● positioning.</li><li>● Reading assignment on consumer personae.</li></ul>
3	Target Users and Marketing Channels	<ul style="list-style-type: none"><li>● How effective are customer persona profiles?</li><li>● Persona storyboard to motivate teams and engage stakeholders</li><li>● Use case storyboard to test and convince</li><li>● Value matrix to prioritize tactics</li></ul>	<ul style="list-style-type: none"><li>● Assignment on channel choice.</li><li>● Reading assignment on consumer personae.</li></ul>
4	Marketing Actions and GTM Goals	<ul style="list-style-type: none"><li>● 5W+H framework for marketing action plans</li><li>● Defining meaningful KPIs</li><li>● Mapping the GTM Strategy</li></ul>	<ul style="list-style-type: none"><li>● GTM Strategy Roadmap assignment.</li></ul>

## Required Reading

---

No text book is required. Readings will be made available during the workshop in the form of handouts, articles, papers, case studies.

## Methods of Instruction

---

This workshop provides students with the opportunity to learn by analysing cases they have personally experienced by applying the content and methods. Each session will consist of an interactive lecture to understand the theoretical underpinnings of the concepts and methods presented. In group work, students will apply and discuss these conceptual learnings and share their individual expertise. Guided discussions and presentations will allow students to deepen their understanding of the learnings and reflect on their practical implementation in their work. Between sessions, students will complete practical assignments and pre-readings.

## Course Requirements

---

Discussion & Participation	10%
Assignments	30%
GTM Strategy Roadmap	60%
<b>Total</b>	<b>100%</b>

## Credentialing

---

Students are eligible to receive a Type-C certificate as a completion award if they successfully complete all course requirements.

The award document will read:

<Student Name>  
has successfully completed the  
Expert Workshop: Hacking the Go-to-Market Strategy  
Program End/Award Date

Each student's record of credit or CEU courses will be maintained in the UC Berkeley Extension Registrar's Office.