

## Course Description

---

Marketing leaders and professionals need to constantly stay on top of the latest trends, tools and methods used for consumer-centric Marketing. This workshop explores current tools and methods used in the most innovative organizations to capture and utilize customer data to determine their true needs and create personalized and impactful experiences. Through cases and practical application, the workshop allows students to learn how to design a Product-led growth strategy and effectively implement frameworks, experimentation tools and digital marketing technologies at the forefront of technology-conscious marketing.

## Learning Objectives

---

On successful completion, students will be able to:

- Understand imperatives for a customer-centric marketing mindset, and leveraging data and technology for insights and personalization
- Understand the components of product-led growth strategy, and implement experimentation techniques to validate and optimize
- Gain practical experience in using and optimizing digital marketing tools and platforms to drive top-of-funnel traffic
- Build plans on combining product-led growth strategies with digital channel optimizations to create viral growth loops

## Intended Audience

---

The workshop is designed for marketing, sales and product management professionals with a working knowledge of marketing or product development and who wish to learn how to implement product-led growth strategies and digital marketing tools to drive customer-centric, technology-conscious marketing.

## Prerequisites

---

None specified.

## Session by Session Summary

Total course contact hours: 8 hours

Module	Theme	Topics	Assignments/ Readings
1	Customer-centric; product-led growth	<ul style="list-style-type: none"> <li>● Emergence and importance of customer-centric marketing</li> <li>● Product-led growth strategy frameworks</li> <li>● Principles of experimentation for growth</li> </ul>	<ul style="list-style-type: none"> <li>● Case study assignment on experimentation for growth.</li> <li>● Reading assignment on recent developments in digital marketing channels and SEO.</li> </ul>
2	Driving traffic	<ul style="list-style-type: none"> <li>● Organic traffic channels and platforms</li> <li>● New trends in search engine optimization; survey of tools</li> <li>● Social organic growth hacking trends</li> </ul>	<ul style="list-style-type: none"> <li>● Case study assignment on growth hacking.</li> <li>● Reading assignment on recent developments in SEM.</li> </ul>
3	Paying for traffic and personalization	<ul style="list-style-type: none"> <li>● New trends in paid channels optimization</li> <li>● Retargeting and personalization - beyond algorithms</li> </ul>	<ul style="list-style-type: none"> <li>● Case study assignment on retargeting.</li> <li>● Reading assignment on growth frameworks.</li> </ul>
4	Capturing value to drive viral growth loops	<ul style="list-style-type: none"> <li>● Value generation and distribution in growth loops</li> <li>● Combining product-led growth frameworks and channel optimizations for growth</li> </ul>	<ul style="list-style-type: none"> <li>● Growth Strategy assignment.</li> </ul>

## Required Reading

## COURSE OUTLINE

Expert Workshop: Silicon Valley Insider Practices in Customer Centric Marketing

No text book is required. Required readings will be provided to students in the form of handouts, articles, papers, case studies via the Learning Management System.

## 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%
Growth Strategy Project	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.

**COURSE OUTLINE**

**Expert Workshop: Silicon Valley Insider Practices in Customer Centric Marketing**



The award document will read:

<Student Name>  
has successfully completed the  
Expert workshop: Silicon Valley insider practices in Customer Centric Marketing  
Program End/Award Date

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