

# Program Outline

## Applied Certificate in Marketing for Business & Product Startups

---

<b>Brief Program Description</b>	Taught by teachers and mentors with real world entrepreneurial experience, students will learn the essential skills to Launch, Market, Execute and Run a new business venture. This program was designed by Entrepreneurs for Entrepreneurs - providing skills and knowledge to launch a startup or small business that goes beyond the textbook and conventional business programs.
<b>Career Occupation* (if applicable)</b>	Advertising, marketing and public relations managers; Human resources managers; Business development officers and marketing researchers and consultants
<b>Admission Requirements</b>	Age: Minimum 19 Education: min one academic year post-secondary studies OR 24 months of work experience in any field English level: International students must demonstrate level 5 English with Tamwood Careers' online test and interview. The online test and interview are exempt if CEFR B2, IELTS 5.5, TOEFL iBT 46-59, Cambridge FCE (C) or Tamwood Language Centre's level 5 is presented.
<b>Learning Objectives*</b>	<p>In this program, students will learn how to develop/create a business idea that will iterate and evolve. Each module takes the foundations learned in Innovation &amp; Business Ideation and puts a real-life operations, sales &amp; marketing, and communications lens on the business idea.</p> <p>Upon completion of the 6 courses in this program, the successful student will have reliably demonstrated the ability to:</p> <ul style="list-style-type: none"><li>• Develop a business idea that is aligned with the student's passion and personal values through human-centered design thinking process to identify and refine ideas.</li><li>• Create a prototype to validate a business idea for feasibility and market demand.</li><li>• Create customer user profiles to develop a marketing plan and employ the Attract, Convert, Engage and Monetize framework to their marketing plan</li><li>• Develop a sales process and identify how to monitor and derive what metrics are meaningful to understanding how to grow the business's customer base.</li><li>• Identify the importance of brand voice and the importance of a marketing strategy that includes both earned and paid media, partnerships, business development and face to face engagement.</li><li>• Identifying the opportunities and challenges that are presented</li></ul>

# Program Outline

## Applied Certificate in Marketing for Business & Product Startups

---

when looking a business model through a global perspective.

- Communicate with their accounting team and learn the basics to understand the elements of financial statements and what parts are important to different stakeholders.
- Communicate effectively in challenging communication situations in all aspects of the business process
- Effectively communicate through empathy, leadership and regular stakeholder engagement.
- Confidently and effectively communicate with business stakeholders, such as investors, employees, and potential customers.

### Method(s) of Evaluation\*

Students will be evaluated in-class, based on the methods listed in the course outlines (quizzes, assignments, group projects, lab work, etc)

### Completion Requirements\*

Students must achieve an average of 70% on the final course grades for the five (5) program courses. Students must also meet Tamwood College's course attendance requirements of 80%.

### Program Duration

26 weeks total plus term breaks

- Innovation & Business Ideation - 4 weeks
- Marketing for Startups & Product Launches - 8 weeks
- Global Business Strategies - 8 weeks
- Business Communication for Startups - 4 weeks
- Capstone Project - 2 weeks

### Homework Hours

Students will be assigned approximately 6-10 hours of homework per week.

### Delivery Method(s)

In-class instruction

### Required course materials

Knapp, J. (2016) *Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days*. Simon & Schuster

Reis, Eric (2011) *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*

Alexander Osterwalder, Yves Pigneur (2010) *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* Paperback

Alexander Osterwalder & Yves Pigneur. (2014) *Value Proposition Design: How to Create Products and Services Customers Want*

Program Outline

**Applied Certificate in Marketing for Business & Product Startups**

---

Harnish, Verne. (2014) Scaling Up: How a few Companies Make it...and Why the Rest Don't (Rockefeller Habits 2.0) Ashburn, Virginia Gazelles Inc. (1st ed.)

Kim W., & Mauborgne R., (2017) Blue Ocean Shift : Beyond Competing – Proven Steps to Inspire Confidence and Seize New Growth. Hachette Books

Guffey, Loewy, Almonte Essentials of Business Communication – Ninth Canadian Edition - Nelson

**Program Organization\***

<b>Title of Course/Work Experience Component *</b>	<b># of Hours*</b>
Innovation & Business Ideation	80 hrs
Marketing for Startups and Product Launches	160 hrs
Global Business Strategies	160 hrs
Business Communication for Startups	80 hrs
Capstone Project	40 hrs