

SYLLABUS – DIGITAL MARKETING FOR STARTUPS

A. General Information

1. Academic Unit	SCHOOL OF BUSINESS AND ECONOMICS					
2. Degree	BUSINESS					
3. Code	RIC154					
4. Number of classes per week	2					
5. Location in Curriculum	5th Year					
6. Credits	10					
7. Classes by Professor	Theory	1		Practice	1	
8. Classes by Teaching Assistant	None					
9. Course Type	Mandatory	X	Elective	X	Optional	
10. Prerequisite	4th/5th Year					

B. Contribution to the Graduate's Profile

Marketing in today's day and age has radically changed thanks to the development of smart technologies. Companies and entrepreneurs are facing an evolving and hyperconnected consumer that is ever more social, demanding and has too much access to information. This course will teach you how to build an online business using marketing techniques, that are lean, practical and simple. You'll see how startups acquire and retain users, in a fun and interesting way! We will learn how SaaS (software as a service) companies work and you'll learn how to sell apps, or setup a subscription based service. This course is strongly focused on entrepreneurship.

C. General Learning Objective of the Course

1. Understand that online marketing is essential for rapid growth in today's consumer world.
2. Learn and use marketing tactics to enforce and complete company goals or milestones

D. Units, Unit Content and Learning Objectives

Units/Contents	Learning Objectives
Unit 1: User Acquisition, retention, referral and revenue.	The first unit will be to learn how to acquire customers online, retain them, getting those customers to refer others to a certain platform and then generate revenue.
Unit 2: Build your own website and sell a service.	The second unit of the course will be focusing on building a simple to use website, and through this exercise, students will be able to apply the principles of Unit 1.
Unit 3: Pitching competition.	The last unit will be focused on presenting the service that was created in unit 2. As a pitch to investors.

E. Estrategias de Enseñanza

The structure of the course will include:

- 1) *Lectures by professor with presentation slides.*
- 2) *In and out of class work*
- 3) *Team projects and case studies*

E. Teaching Strategies

Formative Evaluations
<i>a) A short quiz after each class.</i>
<i>b) Two tests during the semester</i>
<i>c) Final pitch evaluation</i>

Attendance Requirement: *Students must attend 75% of theoretical classes and 100% of practical classes.*