

## [A-3] COURSE SYLLABUS

Professor's Information	
Name	Husniddin Mirzajonov
Affiliated University	Tashkent state university of economics

Course Information			
Course Name	Startup Marketing	Number of Lectures	15
Course Date	21/09/06 ~ 22/01/25	Course Language	English
Keyword	startup marketing, startup management, startups		

Course Description  (100 ~200 words)	<p>The world has changed radically in the past decade. There has never been a better time to start a company.</p> <p>In these course, students will learn how to align the content they create with their target audience's interests, challenges and goals for their startup. They will also learn how to naturally attract inbound traffic that they can then convert, close, and delight over time.</p>
Course Goals and Objectives  (Approximately 100 words)	<p>This course will focus on the key components of planning and creating an effective marketing strategy. Specific emphasis will be placed on:</p> <ol style="list-style-type: none"> <li>1. Students will be able to understand the Inbound Methodology and how it helps Startups attract visitors, convert leads, nurture prospects, close customers and generate revenue.</li> <li>2. Students will be able to understand the importance of product market fit, buyer personas in relation to a company's growth efforts.</li> </ol>
Textbook	<p><b>(The format : Title, Author/Editor, Publisher, Year of Publication)</b></p> <p>Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online. Brian Halligan, Dharmesh Shah; Wiley, 2014.</p>
References	<p>David Skok's blog: <a href="http://www.forentrepreneurs.com/">http://www.forentrepreneurs.com/</a>            Dharmesh Shah's blog: <a href="http://onstartups.com/">http://onstartups.com/</a>            Y Combinators blog: <a href="http://startupclass.samaltman.com/">http://startupclass.samaltman.com/</a>            HubSpot Inbound Marketing blog: <a href="http://blog.hubspot.com/marketing">http://blog.hubspot.com/marketing</a></p>
Course Requirements and Grades	<p>Grades will be based on the following weighting:</p> <p>Class participation 20%            Team project 30%            Final exam 50%</p>

Course Calendar	
Week	Main Content
Week 1	Intro to startup marketing
Week 2	Driving awareness
Week 3	Content marketing
Week 4	Startup PR
Week 5	Content Planning
Week 6	Conversion Paths and CTA's
Week 7	How to use landing pages
Week 8	Capture Leads
Week 9	Intro to email marketing
Week 10	Conversion Path
Week 11	Sales
Week 12	Customer Acquisition
Week 13	Decision making in startups
Week 14	Investment and funding
Week 15	Startup CEO
Week 16	