

Program Outline

Applied Certificate in Marketing for Business & Product Startups

Brief Program Description	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.
Career Occupation* (if applicable)	Advertising, marketing and public relations managers; Human resources managers; Business development officers and marketing researchers and consultants
Admission Requirements	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.
Learning Objectives*	<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 & Business Ideation and puts a real-life operations, sales & 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">• 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.• Create a prototype to validate a business idea for feasibility and market demand.• Create customer user profiles to develop a marketing plan and employ the Attract, Convert, Engage and Monetize framework to their marketing plan• 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.• 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.• Identifying the opportunities and challenges that are presented

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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 50% on the final course grades for the five (5) program courses. Students must also meet Tamwood College's course attendance requirements.

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

Bove, Thill, & Scribner, (2012) Business Communication Essentials (3rd edition)., Pearson Canada

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.)

Hitchcock D., & Willard M. (2009) The business guide to SUSTAINABILITY: Axis Performance Advisors., Earthscan

Honeyman, Ryan, (2014) The B Corp Handbook: How to Use Business as a Force for Good. Berrett-Koehler Publishers

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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, Crown Business

Sutherland, Kate. (2012) Make Light Work in Groups: 10 Tools to Transform Meetings, Companies and Communities, Incite Press

Zagula, J., (2004) The Marketing Playbook: Five Battle-Tested Plays for Capturing and Keeping the Lead in Any Market, Penguin Group Publishing

Program Organization*

Title of Course/Work Experience Component *	# of Hours*
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