GUERILLA MARKETING FOR STARTUPS CERTIFICATION

Introduction

The Guerrilla Marketing Certification is specially designed to develop marketing capabilities and techniques with old-school guerrilla marketing skills and to concrete the advertising strategies with 'Wow' impacts on the audiences. It is ideal to learn the marketing strategies for startups in the modern-day marketing world. Through guerrilla marketing, there is an opportunity to reach a high audience with a low budget. It is ideal when you have little to no budget and want to learn the best utilization of budgeting, planning and strategy for a shoestring budget. Many of the start-ups push their limits on social media marketing with heavy budgets but still, find low inconsistent results.

Learning Outcomes

- Understanding and identifying key marketing strategies for advertising.

- Recognizing key features of guerrilla marketing.

- Grip on tips and techniques for low-cost advertising.

- Evaluation of a large number of audiences.

- Analysis and decision-making through all types of guerrilla marketing strategies.

Curriculum

Week	Class	Topic
1	1	Introduction to Guerrilla Marketing
	2	Event Ambush Marketing
2	3	- Astroturfing - Paid Endorsements

	4	• Buzz • Viral Marketing
3	5	Experiential Marketing
	6	• Grassroots • Stealth Marketing
4	7	Street Marketing
	8	Final Presentations

Benefits of Certification

Upon the completion of the certification, the students will benefit with skills including:

- Improved in-depth understanding of marketing plan of the company.

- Recognition of key variables and their role for reaching large audiences.

- Facilitation in regular reviews and performance feedbacks.

- Identifies low-cost advertising solutions.

- Minimization of heavy ad-spend costs.

- Holistic marketing through all types of guerrilla marketing tactics.

Entry Requirements

- 20 years and above age
- Minimum education of intermediate is required
- Basic computer knowledge
- Fundamental English skills

Mode of Classes
- Online

- On Campus