



Marketing Mini-MBA Syllabus

May 6 - June 28, 2024

Welcome to the Section Marketing Mini-MBA. This document outlines the goals, schedule, and syllabus for our eight-week program, designed and vetted by the world's best marketers.

With any questions about the program, please email help@sectionschool.com.

Mini-MBA at a glance

- 8 weeks of intensive learning
- 1 hour per week of pre-recorded video lessons
- 6 live lectures with marketing experts
- Weekly reflection prompts
- 1 final project to build a marketing initiative

Goal of the program

To prepare mid-level marketers to lead a marketing team by giving them a comprehensive understanding of the marketing mix and landscape, preparing them to harness new marketing trends, and equipping them with a marketing strategy to put to work immediately.

Weekly schedule

| Monday | Tuesday | Wednesday | Thursday | Friday |
|---|---|-----------------------------|--|--------------------------------------|
| Watch video lessons from the week's professor | Watch video lessons from the week's professor | Work on a reflection prompt | Attend a live event on a current marketing trend | Participate in peer feedback session |

8-week curriculum

WEEK 1: GOAL SETTING & INTRODUCTIONS

Set your intention for the program, and meet your assigned 10-person cohort within the larger 100-student community.

WEEK 2: STRATEGIC PLANNING

Learn the secrets to great strategic planning with former Edelman VP Sara Lobkovich.



WEEK 3: BRAND

Learn to craft a memorable brand identity with NYU Stern professor Scott Galloway.

WEEK 4: POSITIONING

Articulate what makes your product “obviously awesome” with positioning expert April Dunford.

WEEK 5: GROWTH OR RETENTION

Your choice: Learn to prioritize the right growth levers with former Slack VP Holly Chen, OR identify holes in your customer journey and develop a plan to drive up retention with subscription expert Robbie Kellman Baxter.

WEEK 6: ANALYTICS

Build a strong attribution model with Axios VP of Marketing and Growth Mia Vallo.

WEEK 7: AI FOR MARKETERS

Put AI to use in your marketing workflows with Tim Sharp, founder and principal, GEN8.

WEEK 8: FINAL PROJECT

Put your learnings together in your final project: a marketing initiative that you can use at work immediately.

MINI-MBA GRADUATION

Turn in your final project, and earn your Marketing Mini-MBA badge and certificate.

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More details on the Marketing Mini-MBA schedule will be shared closer to the start of the program. With questions, please email help@sectionschool.com.