

Inspiration

Marketing is often viewed as a single, monolithic function within an organization, but Marketing is not just one skill or set of activities. Product Marketing, Brand Marketing, Content Marketing, Influencer Marketing and Performance Marketing are just a handful of the distinct disciplines within Marketing, and each has different objectives, milestones, KPIs, teams and partners, as well as different potential career paths.

This new course aims to demystify Marketing by introducing students to the breadth of Marketing disciplines and the key differences between them

Teaching Approach

No exams, no quizzes, no memorization!

The course emphasizes experiential and interaction-based learning through a mix of guest speakers, cases and other reading covering each discipline.

Each week will focus on a different Marketing discipline.

About me

I'm a career management consultant and was Director of Corporate Strategy at Patagonia in Ventura. Today I advise clients on brand strategy and management and am a continuing lecturer on the Haas faculty.

Click [here](#) for my LinkedIn profile.

Email me at jahopelam@Berkeley.edu if you have questions



UGBA96.2

Demystifying Marketing

TuTh 11:00am-12:30pm | 3 units

Click [here](#) to see the DRAFT Fall 2024 Syllabus

Learning outcomes

Through this course, students will gain insight into:

- The **different disciplines** that comprise Marketing and how they function within an organizational context
- The **key concepts and frameworks** underlying diverse marketing disciplines and have experience applying them
- The **key metrics** used to evaluate the effectiveness of different marketing disciplines
- The **challenges** marketers in each discipline face and alternative approaches to addressing them
- **Careers** in each Marketing discipline