

Did you take ugba 106 and find yourself at the end of the semester still wanting more? Are you lying awake at night wondering how you can be better prepared for those discussions next year (or the year after...on the “outside”) when the topic turns to how best to grow the business?



COURSE NUMBER: UGBA 167-1

COURSE TITLE: Growth Marketing

UNITS OF CREDIT: 3

PREREQUISITE: UGBA 106 (Marketing)

SCHEDULE: Tu/Th 9:30AM-11:00AM, N270

INSTRUCTOR: Bill Fanning fanning@haas.berkeley.edu

CAREER FIELD: This course is designed for students interested in careers in Marketing, Consulting, or General Management.

COURSE OVERVIEW: Along with profitability, growth is the lifeblood of any business – small or large, startup or mature. This course will examine growth through the lens of marketing and the various concepts and frameworks that are part of that discipline. This will include both acquisition and retention, since one has little value without the other. This is primarily a strategy course, but there will also be focus on execution. And there will be plenty of direct exposure to outside businesses dealing with growth in various ways and at various stages.

COURSE FORMAT: This will be a mixture of lecture-discussion, cases, in-class group work, guest speakers, and outside projects. Reading will be required for course content, cases, and background for outside speakers and projects. Course work will include both written and presentation assignments and will be both individual and group based. Class participation will also be an important component.

INSTRUCTOR BIO: Bill Fanning has been part of the Marketing faculty at Haas since 2007, teaching Marketing, Consumer Behavior, Advertising Strategy, Market Research, and other related courses in the undergraduate and graduate programs. In addition, he runs a small market research firm doing qualitative research and is Board Chair of Working Solutions, a microlending organization in San Francisco. Bill has an MBA from the Kellogg School of Management (Northwestern) and an undergrad degree from the University of Illinois.