



GUERRILLA MARKETING STRATEGIES

November 5, 12, 19; December 3 & 10 from 6:00-9:15 pm
Clarendon Campus, Room 240

FACULTY

Kimberly Guarino

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REQUIRED READING

Buzzmarketing: Get People to Talk About Your Stuff

By Mark Hughes

© 2008 published by the Penguin Group

This book provides an interesting discussion on buzz marketing—an important component of guerrilla marketing. The author walks through six secrets for stimulating buzz and presents creative techniques for stimulating word-of-mouth and viral marketing in numerous real world examples from startups to large corporations.

The New Rules of Marketing & PR

By David Meerman Scott

© 2009 published by John Wiley & Sons, Inc.

Social media and online marketing tools have transformed the way companies communicate with customers. This timely book provides an overview of how smart companies are leveraging a new set of rules of marketing and PR. The author walks through several examples of today's companies who are leveraging multiple channels and nontraditional (guerrilla) approaches to engage audiences, build communities and propel thought leadership to increase visibility and word-of-mouth without a huge budget.

We'll discuss concepts from these books during in-class discussions. Students can purchase books from retail and online booksellers.

COURSE OVERVIEW

Guerrilla marketing is a critical component of today's marketing strategies—essentially using creative tactics to out-market competitors, driving buzz and word-of-mouth for your company and products. With the increasing popularity of social media (Facebook, LinkedIn, Twitter, YouTube, etc.) and expansion of online marketing tools, there are an infinite number of marketing channels. Similarly, there are an increasing number of competitors providing consumers more choice than ever before. Traditional marketing tactics and mainstream media are no longer sufficient to reach and build lasting relationships with customers and influencers.

Originally popular with startups and nonprofits looking for creative tactics to drive word-of-mouth on a limited budget, guerrilla marketing is seeing explosive growth from corporate America seeking memorable ways to drive buzz and viral marketing. This course explores strategic and tactical methods for leveraging guerrilla marketing in your organization and how to position brands to gain a strong foothold in niche markets.

COURSE STRUCTURE

This course combines lectures and in-class exercises to provide practical, real world insight into applying guerrilla marketing fundamentals. Class time will focus on providing students the knowledge to effectively complete the Guerrilla Marketing Project as well as apply the concepts discussed to real-life situations. Students are encouraged to apply class coursework to the organizations they currently work in or for one they'd like to work for. Active discussion in class is essential and students are encouraged to bring in examples from their experiences.

Outside of class, the main project will be to complete the Guerrilla Marketing Plan project. During the first four classes, students will work on this project both in and outside of class in phases. Students will present their project for class discussion and feedback during the last class. During class, we'll also discuss key concepts from two timely books related to guerrilla marketing.

COURSE EVALUATION

Grading for this course is pass or fail. Successful completion of this course will be based on:

- 100% attendance (one excused absence is permitted with permission from instructor)
- Completion of in-class assignments and guerrilla marketing plan presentation
- Active participation and collaboration in class discussions

COURSE ETHICS & ETIQUETTE

You are expected to conduct yourself in a way which is courteous to your instructor and fellow students and conducive to deriving the greatest benefit from your studies. Please remain positive, collaborative and respectful of opinions outside of your own during class interactions. You must abide by the rules of conduct and honor code established by this university.

COMMUNICATION

Maximum use will be made of 'Blackboard' and email as a means of communication. You are encouraged to make individual appointments with your instructor whenever you feel it would be of benefit to you.

ASSIGNMENTS

Successful completion will be based on completing assignments on-time and comprehensively with a solid understanding of the course concepts.

GUEST SPEAKERS

We will have two guest speakers who will discuss real-world campaigns in guerrilla marketing. Most students find these sessions extremely valuable in gaining practical understanding of how the course concepts apply in today's organizations.

FACULTY

Kim Guarino teaches guerrilla marketing and marketing for entrepreneurs as adjunct faculty for Georgetown University's Center for Continuing & Professional Education. In her day job, Kim is founder and president of EVOLVE, her third marketing-related company, where she consults with emerging and growth companies as a virtual chief marketing officer. She has been a marketing advisor regarding marketing and brand strategy to hundreds of companies who value her firsthand understanding of what it takes to build and scale companies successfully.

Previously, Kim has held a variety of marketing positions throughout her career including partner/CMO for a branding agency; marketing director for a nonprofit association, an IT government contractor & a television station; and designer for the Air Force. She is past president of the American Marketing Association, Washington, DC chapter; AMA's 2007 National Leader of the Year and her team has been recognized as Technology Marketer of the Year, Consumer Marketer of the Year & Nonprofit Marketer of the Year. She serves on the iCommunity and IncSpire boards and holds a MS in Marketing from Johns Hopkins University and a BBA in Marketing from James Madison University.

CLASS SCHEDULE

DATE	TOPICS	READING	ASSIGNMENTS
11/5	Review Syllabus & Course Overview Examples of Guerrilla Marketing Buzz Marketing WOM & Viral Marketing Experiential Marketing Niche Marketing Strategy & Goals Value Proposition Competitive Advantage & USP Review Sample Guerrilla Marketing Plan <i>Discuss Guerrilla Marketing Project</i>	New Rules Book p. 1-132	
11/12	Target Audience/Niche Segmentation Positioning/Brand Leadership Guerrilla Marketing Tactics Pros & Cons Viral & WOM Marketing <i>Book Discussion: Part 1</i> <i>Guest Speaker: Corporate Guerrilla Marketing</i>	New Rules Book p. 133-264	Guerrilla Marketing Project, Phase 1
11/19	Guerrilla Marketing Tactics (con't) Leveraging Social Media & Online Tools Guerrilla Marketing Creative Brief Creative Strategy & Messaging Setting Calendar & Frequency <i>Book Discussion: Part 2</i> <i>Guest Speaker: Buzz/Experiential Marketing</i>	Buzzmarketing Book Preface, p. 1-106	Guerrilla Marketing Project, Phase 2
12/3	Creative Execution Examples Guerrilla Branding Techniques Tips for Stretching Marketing Dollars Setting Budget & Metrics <i>Tips for Guerrilla Marketing Presentations</i> <i>Book Discussion: Part 3</i>	Buzzmarketing Book p. 107-222	Guerrilla Marketing Project, Phase 3
12/10	<i>Guerrilla Marketing Presentations</i> Discussion of Presentations & Class Lessons Learned		Guerrilla Marketing Presentations