

## ACSC250-Technological Tools for entrepreneurial marketeers

Course Title	Technological Tools for Digital Marketing Entrepreneurs				
Course Code	ACSC250				
Course Type	Elective course for BA in Business Administration (Digital marketing specialization)				
Level	BA (Level 1)				
Year / Semester	3rd or 4th year				
Teacher's Name	TBA				
ECTS	6	Lectures / week	2	Laboratories/week	1
Course Purpose	<p>This comprehensive course equips participants with the essential skills and knowledge to thrive in the dynamic landscape of modern entrepreneurship and digital marketing. By integrating cutting-edge technologies and innovative solutions, participants will gain hands-on experience with a wide array of tools and software platforms, empowering them to successfully navigate the complexities of startup ventures in the area of Digital Marketing.</p> <p>Upon completion of this course, participants will emerge with a robust skill set encompassing market analysis, prototype development, visual branding, AI integration, CRM management, and persuasive communication. They will be well-equipped to embark on entrepreneurial endeavours with confidence, leveraging the latest technologies to innovate, adapt, and succeed in the competitive business landscape.</p>				
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Market Analysis and Opportunity Recognition: Participants will master the art of deciphering market trends and recognizing viable business opportunities using advanced tools such as Google Trends, ChatGPT, and Glimpse. They will learn to make data-driven decisions and identify market gaps for entrepreneurial success.</li> <li>2. Prototype Development and Essential Features: Understanding the intricacies of prototype development and MVP creation is crucial. Participants will outline prototypes and analyse essential features using tools like Figma, Lakmoos, and Synthetic Users, ensuring their products are user-centric and market-ready.</li> </ol>				

	<ol style="list-style-type: none"> <li>3. <b>Company Identity and Visual Concepts:</b> Crafting a strong company identity is vital for brand recognition. Participants will harness the power of graphic design tools such as Canva and Figma to create visually appealing logos, marketing materials, and multimedia content, establishing a distinct and memorable brand presence.</li> <li>4. <b>Prototyping and Zero-Code Solutions:</b> Modern startups often rely on zero-code solutions for rapid development. Participants will explore platforms like Bubble and Adalo to create functional websites and apps, enhancing their ability to transform ideas into tangible digital products without extensive coding knowledge.</li> <li>5. <b>AI Solutions for Business:</b> Artificial Intelligence is revolutionizing various aspects of entrepreneurship. Participants will explore AI tools for content creation, translation, process optimization, and marketing automation, enabling them to leverage AI-driven insights to enhance productivity and customer engagement.</li> <li>6. <b>CRM Solutions for Business:</b> Customer Relationship Management is the cornerstone of successful businesses. Participants will apply CRM solutions like Zoho and AmoCRM, learning to manage customer interactions, sales pipelines, and team collaborations efficiently, fostering long-lasting client relationships.</li> <li>7. <b>Project Presentation and Investor Pitching:</b> Effective communication is key to attracting investors and stakeholders. Participants will utilize AI-powered tools such as Plus AI and Pitchbob.ai, coupled with templates from Live Plan, to create compelling project presentations and investor pitches. They will learn the art of persuasive storytelling and data-driven communication to secure funding and support for their ventures.</li> </ol>		
Prerequisites	None	Co-requisites	None
Course Content	<p><b>Module 1: Market Analysis and Opportunity Recognition</b></p> <p>In this module, participants will delve into the core aspects of market analysis and opportunity recognition, essential steps in the entrepreneurial journey. Understanding market trends and identifying opportunities are crucial for the success of any business venture. Participants will explore various modern tools and platforms to gain insights into market dynamics and recognize potential opportunities for innovation and growth.</p> <p><b>Module 2: Prototype Development and Essential Features</b></p>		

	<p>In this module, participants will dive into the critical process of developing prototypes and Minimum Viable Products (MVPs) – foundational steps in transforming an idea into a tangible product or service. They will learn how to outline the development process, define essential features, and leverage cutting-edge tools for rapid and efficient prototype development.</p> <p><b>Module 3: Company Identity and Visual Concepts</b>  In this module, participants will explore the realm of company identity and visual branding, understanding the pivotal role it plays in shaping public perception. By mastering a variety of tools, participants will learn to create compelling visual concepts and establish a strong and memorable company identity.</p> <p><b>Module 4: Prototyping and Zero-Code Solutions</b>  In this module, participants will explore advanced software tools designed to streamline the prototyping process and facilitate the creation of landing pages, websites, and applications without the need for extensive coding knowledge. Participants will learn to leverage these tools to bring their ideas to life quickly and efficiently.</p> <p><b>Module 5: AI Solutions for Business</b>  In this module, participants will dive into the transformative world of Artificial Intelligence (AI) and its applications in various aspects of business operations. They will explore cutting-edge AI tools designed to enhance creativity, streamline content creation, and optimize marketing efforts, ultimately driving business growth and innovation.</p> <p><b>Module 6: CRM Solutions for Business</b>  In this module, participants will explore the world of Customer Relationship Management (CRM) solutions and their pivotal role in enhancing customer interactions, improving sales processes, and driving overall business success. Participants will gain hands-on experience with leading CRM platforms, understanding their features, and learning to leverage them effectively to build lasting customer relationships.</p> <p><b>Module 7: Project Presentation and Investor Pitching</b>  In this module, participants will master the art of creating compelling project presentations and delivering persuasive pitches to potential investors. They will explore advanced AI tools and automation software designed to enhance the visual appeal, content quality, and overall impact of their presentations.</p>
Teaching Methodology	<p>This course employs a dynamic and interactive teaching methodology designed to engage participants actively, foster collaboration, and facilitate deep learning. The teaching methods focus on practical application, real-world problem-solving, and hands-on experiences to ensure participants gain both theoretical knowledge and practical skills. Here are the key aspects of the teaching methodology for this course:</p> <p>Interactive Lectures:</p>

Engaging lectures will introduce fundamental concepts, tools, and techniques in each module. Lectures will be interactive, encouraging questions, discussions, and active participation from participants.

#### Hands-on Workshops:

Practical workshops will provide participants with the opportunity to apply tools and software solutions discussed in the lectures. Participants will work on real-life scenarios, conduct market analyses, develop prototypes, design visual branding elements, and implement CRM systems, fostering a deeper understanding of the course content.

#### Case Studies and Real-world Applications:

Case studies from successful startups and businesses will be analyzed to understand practical challenges and solutions. Real-world examples will be used to illustrate the application of tools and strategies discussed in the course, enabling participants to relate theoretical concepts to actual business scenarios.

By employing these diverse teaching methods, the course aims to create a rich and engaging learning experience, ensuring participants are well-equipped with both the knowledge and practical skills necessary for entrepreneurial success in the modern business landscape.

#### Final Assessment Method:

The culmination of this course will be a comprehensive final assessment that challenges participants to apply the knowledge and skills acquired throughout the modules. The final assessment will be conducted through an in-depth project that traverses all the tools and techniques covered in the course.

#### Project Description:

Participants will work on a startup project, utilizing the market analysis, prototyping, visual branding, AI solutions, CRM systems, and presentation skills learned during the course.

The project will involve conducting a detailed market analysis, developing a functional prototype using zero-code solutions, implementing AI-driven enhancements, managing customer relationships using CRM systems, and creating a persuasive investor pitch presentation.

Participants will document their entire entrepreneurial journey, detailing the tools and technologies utilized, challenges faced, and solutions implemented.

#### Submission and Evaluation:

- Participants will submit their project report on the university's e-learning platform. The report will include a comprehensive overview of their startup concept, market analysis findings, prototype development process, potential CRM implementation, AI integration

	<p>strategies, and the final investor pitch presentation. Participants will also make a presentation of the final project.</p> <p>- Evaluation will be based on the creativity, practical application of tools, problem-solving approach, coherence of the project, and the overall effectiveness of the presentation and report.</p>
Bibliography	<p><u>(a) Textbooks:</u></p> <p>Prediction Machines, Updated and Expanded: The Simple Economics of Artificial Intelligence  By: Ajay Agrawal, Joshua Gans, Avi Goldfarb</p> <p>Harvard Business Review Press, Product #: 10598-PDF-ENG</p> <p><u>(b) References:</u></p> <p>Research article:</p> <p><u>AI-employee collaboration and business performance: Integrating knowledge-based view, socio-technical systems and organisational socialisation framework</u></p> <p>Journal of Business Research, 5 February 2022</p> <p>Soumyadeb Chowdhury, Pawan Budhwar, Amelie Abadie</p>
Assessment	<p><u>(a) Methods:</u> Students will be assessed with coursework that involves practical assignments with software tools explained in class and final project with presentation.</p> <p><u>(b) Criteria:</u> Assessment criteria are explained after each module</p> <p><u>(c) Weights:</u></p> <ul style="list-style-type: none"> <li>· Practical assignments on each module (1-7): 50%</li> <li>· Presentation: 20%</li> <li>· Project: 30%</li> </ul>
Language	English