

# Marketing Foundation for Success

Course Syllabus  
2019

**Week 1 – Introduction to Marketing**

**Week 2 – Who is your Ideal Customer?**

**Week 3 – Where does your Ideal Customer spend their time?**

**Week 4 – What are you working towards this year?**

**Week 5 – How will you make money in your business?**

**Week 6 – Introduction to Online Marketing**

**Week 7 – Introduction to Offline Marketing & Marketing Planning Calendar Creation Process**

**Week 8 – Why Branding your Business Consistently Matters**

**Week 9 - Why Testing and Tracking Matter**

**Week 10 – How to Track Results & Analyze Performance**

**Week 11 – Your Questions / Course Review**

**Etched.**  
Marketing Academy