

For Bus 297D – Entrepreneurial Marketing

Instructor: Amy Love, Email: amy@ADLinc.net

This class will introduce breakthrough marketing tools, tactics and strategies for differentiating yourself around key competencies, insulating against competitive pressures, and driving higher, more sustainable profits.

The class will focus on pricing to PR, advertising to viral marketing - and you will apply the techniques by joining a team to advise either an early stage start-up or a seasoned company in how to apply Marketing That Works!

The book is (from Amazon):

Marketing That Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company by Leonard M. Lodish, Howard L. Morgan, and Shellye Archambeau (**Hardcover** - Mar 31, 2007)

Buy new: ~~\$29.99~~ **\$19.79** [33 Used & new](#) from **\$18.04**