



# Chapter overview

Introduction to Business & Marketing  
Marketing Fundamentals  
Business Models & Strategies  
Market Research & Customer Persona  
Branding Basics  
Digital Marketing Overview  
Social Media Marketing  
Content Marketing  
SEO (Search Engine Optimization)  
SEM & Google Ads  
Email Marketing  
Influencer & Affiliate Marketing  
Marketing Analytics  
Sales Fundamentals

## Project 1: Sales Funnel Design Project

Lead Generation Tactics  
Communication & Negotiation  
Customer Relationship Management  
Product Management Basics  
Market Validation & Research  
Agile & Scrum for Managers  
Project Planning & Execution  
Team Collaboration & Leadership  
Financials for Marketers  
Growth Hacking & Scaling  
Business Automation Tools  
Case Study: Building a Brand  
Launching a Marketing Campaign  
Measuring Success

## Project 2: Final Business Marketing Strategy