



# AIM Course Agenda

## Day 1

- I. Welcome / Introductions
- II. Course Overview & How To Get the Most Out of This Course
- III. Lecture: Effective Marketing 101
- IV. Exercise I: “A Day in the Life of Your Customer”
- V. An Introduction to Minimum Viable Product
- VI. Exercise 2: Brain Storm Ideas with Group
- VII. Exercise 3: Real Life Examples of Art MVP's
- VIII. Homework: Reading, MVP idea generation, Identifying Your Target Market Worksheet

## Day 2

- I. Review Homework
- II. Lecture: Research & Environmental Scan
- III. Exercise: Who does what you do?
- IV. How Much Will It Cost? Setting Your Marketing Budget
- V. Did It Work: Metrics
- VI. Developing A Time Line
- VII. Homework: complete “What Makes You Different Worksheet, Create Marketing Budget with timeline

## Day 3

- I. Review Homework
- II. Social Media Strategy, Content Marketing and websites
- III. Marketing Action Plan Development: choosing the right channel & Exercise
- IV. Wrap Up