

Course Title: AI Go-To-Market: The New Rules of Engagement

Instructor: Mahak Sharma (mahaksharma555@gmail.com)

Dates: Mondays | April 14 - May 12, 2025

Virtual Date/Time: Mondays, 5-7:00 PM PT

Meeting Location: Google Meet

Office Hours: Available via Calendly via mahaksharma555@gmail.com

Prerequisites

None

Description

In today's AI-driven landscape, where building products is more accessible than ever, your Go-To-Market (GTM) strategy becomes the key differentiator. This comprehensive course cuts through the AI hype to deliver practical, actionable frameworks for building GTM strategies that drive hypergrowth. Moving beyond traditional SaaS playbooks, you'll learn dynamic approaches specifically tailored to AI products and services. Through a blend of theoretical foundations, hands-on case studies, and direct access to industry leaders, you'll develop the skills to navigate the unique challenges of bringing AI products to market.

Objectives

Textbook/Resources

Online lecture slides and reading links will be provided after each lecture.

Course touchpoints

- Meet live sessions
 - Lectures once a week hosted on Meet will feature lectures and case studies accompanied by slides and Q&A.
 - Lectures will be accompanied by expert guest speakers, who will cover topics related to course content or their professional careers.
- Assignments & coursework
 - Students will work towards a final project that would involve making a GTM plan for a startup idea or a hypothetical company.
- Instructor will hold office hours virtually through Zoom by request.

Special Accommodations:

- For scheduling changes / conflicts, please email Mahak Sharma directly with a 48 hours notice and discuss alternate arrangements. We will try our best to help you
- with making accommodations, but cannot guarantee them in all cases.

Weekly schedule:

Class 1: The AI GTM Landscape: Foundations and Frameworks + Project kick off

Class 2: Dynamic Pricing and Packaging for AI Products

Class 3: Go-To-Market Execution in the AI Landscape

Class 4: Guest Speaker GTM panel from successful AI startups

Class 5: The Future of AI and GTM Strategy + Project presentations

Course Evaluations At the end of the term, participants will be asked to fill out an evaluation to give feedback about the course. The instructor values and appreciates student responses, which are used to better understand and improve our courses. Participants are strongly encouraged to submit the evaluation.

Disclaimer: Syllabus/Schedule are subject to change