

Course Title: Startup Growth Bootcamp: Building Your User Acquisition Engine

Instructor: Sandy Diao (smdiao@berkeley.edu)

Dates: April 29, May 1, May 6, May 9

Virtual Date/Time: Tuesdays and Thursdays, 5-7:30PM PT

Meeting Location: Zoom

Office Hours: Available via Calendly via smdiao@berkeley.edu

Prerequisites

None

Description

Customer acquisition costs have surged by over 60% in the past five years, making it crucial to identify and scale the right user acquisition channels early (source: [Paddle](#)). In this bootcamp, you'll master scalable, data-driven growth strategies, from marketing channels like paid ads, SEO, and influencer marketing, to product strategies like onboarding and monetization. We focus on the unchanging fundamentals of growth marketing and strategy, equipping you to adapt to shifting marketing channels and stay ahead of the curve. Through simplified lectures, real-world case studies, and hands-on workshops, you'll build a personalized playbook to drive repeatable growth.

Objectives

By the end, you'll walk away with enduring growth concepts and a growth channel idea that can be directly applied to your project or business.

Textbook/Resources

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

Course Modality

- Zoom live sessions
 - Lectures twice a week hosted on Zoom 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
 - As the lectures progress, students will gain new knowledge to make progress on their final project, which is a growth marketing plan that covers a tailored growth model for a real or hypothetical company.
- Instructor will hold office hours virtually through Zoom by request.

Communication

- All communications will be made via email via bCourses, so please turn on notifications in bCourses and check your emails regularly.

Grade Options and Requirements

- Certificate – Must attend 4 out of 4 live class sessions and complete the final growth project. If you can't attend live due to personal reasons, please contact me and we will set up alternative options to accommodate your circumstances.
- No certificate – No work will be required; no credit shall be received; no proof of attendance can be provided.

Target Audience and Prerequisites

This course is designed for a diverse range of experienced students and working professionals aiming to gain an understanding of basics of growth marketing strategies, frameworks, and tactics. The growth marketing frameworks and examples covered in this course primarily apply to software companies and products, and their concepts can be adapted to other business types. Familiarity with data and marketing channels will facilitate comprehension of the course content.

Scheduling Conflicts

Please email Sandy (smdiao@berkeley.edu) in writing as soon as possible about any known or potential conflicts, or if you need to request permission to be absent on a given day. We will try our best to help you with making accommodations, but cannot guarantee them in all cases.

Weekly Schedule (tentative)

The following schedule is meant to provide a broad outline of the course material and structure. However, it is not set in stone and may be modified as the semester unfolds. Any updates will be communicated.

| Date | Topics | Assignments |
|-------------------|---|---|
| Tuesday, April 29 | Intro to growth, AARRR growth accounting, retention, and viral loops | Customer segment map (optional) |
| Thursday, May 1 | Advanced acquisition channels – Paid ads, SEO, and influencer marketing | Acquisition brief & Google ad (optional) |
| Tuesday May 6 | Monetization, competitive analysis | Pricing and packaging analysis (optional) |
| Thursday, May 8 | Lifecycle and retention strategies, experimentation | Final growth project (required) |

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*