## Agile Marketing Foundations

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|---|---|
| 01 - Agile Marketing Introduction | 1:39 |
| 02 - What is Agile Marketing? | 6:19 |
| 03 - Agile Working | 2:15 |
| 04 - Why Marketers are Going Agile | 5:31 |
| 05 - What is Driving the Agile Transformation? | 4:03 |
| 06 - Marketing Benefits of Agile | 10:23 |
| 07 - Organization Benefits of Agile | 4:05 |

**Total Topics = 7**          **Total Time = 35 minutes**

## Implementing Agile Marketing

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| 08 - Agile Example – Marketing Idea | 3:36 |
| 09 - Agile Example- E-commerce Test | 6:21 |
| 10 - Why Don't Organizations Use Agile Marketing? | 4:46 |
| 11 - What Do You Need to Succeed in Agile Marketing? | 2:46 |
| 12 - How Do you Work in Agile? | 4:07 |
| 13 - Values of an Agile Team | 8:07 |
| 14 - Key Agile Terms | 3:23 |

**Total Topics = 7**          **Total Time = 33 minutes**

## Steps to Agile Marketing

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| 15 - Steps to Agile Implementation | 2:43 |
| 16 - Choose a Project | 2:15 |
| 17 - Determine the Team | 3:17 |
| 18 - Articulate the User Story | 6:33 |
| 19 - Acceptance Criteria | 1:45 |
| 20 - Organizational Support Needed | 3:10 |
| 21 - Set the Team Objectives | 6:18 |
| 22 - Lean Startup Methodology | 4:50 |
| 23 - MVP | 6:07 |
| 24 - How Can You Test? | 4:26 |
| 25 - Steps in Testing with Lean Startup Method | 2:52 |
| 26 - Breakdown into Phases | 5:20 |
| 27 - Create the PLAN | 1:35 |
| 28 - SPRINT | 3:21 |
| 29 - STANDUP | 2:41 |
| 30 - Tracking | 2:48 |

**Total Topics = 16**          **Total Time = 1 hour**

## Optimize Agile Marketing

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|---|---|
| 31 - Debrief | 3:33 |
| 32 - Choosing Your Agile Implementation | 3:12 |
| 33 - How Agile Drives Greater Success | 4:15 |

**Total Topics = 3**          **Total Time = 11 minutes**

**Course Total Topics = 33**
**Course Total Time = 2 hours, 20 minutes**