



University
by GrowthHackers

SYLLABUS (HYBRID COURSE)

Growth Marketing (aka Growth Hacking)

Have experts in growth hacking
methodology teach your business.

In this series of Hybrid Growth Hacking Courses, the convenience of self-paced video lessons meets the depth of comprehensive learning through live lectures.

Link:

<https://growthhackers.com/university/courses/growth-hacking/>

A program that has been running for years with consistently positive feedback from its graduates.

It's organized by GrowthHackers, GrowthRocks, and GrowthHackingUniversity, three of the industry's most influential names.

These are not just the powerhouses behind the term "growth hacking" itself but also some leading agencies globally, with clients across the US, UK, and beyond.

Great Growth Insights!

★★★★★



A hatch to new horizons!

★★★★★



Super Tips to run my company!

★★★★★



Mindset changing experience!

★★★★★



The perfect teacher!

★★★★★



About This Course

Our live sessions, led by experienced instructors, offer real-time interaction, instant feedback, and the opportunity to engage with fellow course participants—fostering a vibrant learning community. These live online classes are designed to deepen your understanding, clarify complex concepts, and facilitate discussions that enrich your overall educational experience.

At the same time, the pre-recorded lessons allow you to learn at your own pace, giving you the freedom to revisit material whenever needed and tailor your schedule to fit your life. This self-directed component ensures you can fully absorb the content and apply your learning effectively.

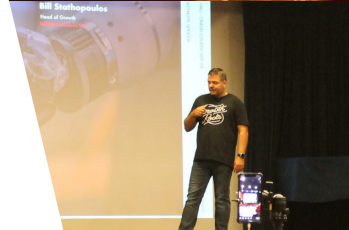
•LIVE

The courses in the program marked with this symbol will be held live with the instructors.



The courses in the program marked with the symbol are pre-recorded and can be followed at your own pace. However, we recommend that you follow the order in which they are presented in the program — ideally before the first live session.

The dates



Join
us
on
a
journey
of
discovery
and
growth.

.LIVE Welcome Meeting

Date: _____

Course Overview: An outline of the course structure, goals, and expectations.

Introduction to Growth Hacking: A discussion on the importance of Growth Hacking, its connection (and disconnection) with Artificial Intelligence, and its role within a holistic marketing approach.

Understanding the Course Platform: A walkthrough guiding participants on how to navigate the course material and assignments.

Getting-to-Know Activity: An interactive introduction to encourage connection among participants and establish a collaborative learning environment.

Q&A Session: Addressing any initial questions or concerns participants may have.

• LIVE

Marketing Automation in action

Date: _____

Seeing and listening are invaluable — but experience is king.

In this module, we'll build our first marketing automation and learn how to transfer data from one system to another. We'll also explore how to merge third-party data from external sources with your existing first-party customer database (data enrichment).

This process will allow us to create cohesive data flows that automatically feed into a central repository — ensuring you have all the essential data at your fingertips without the need for manual input.

•LIVE

Driving Traffic via non-paid Channels

#1 Date: _____

In this module, we'll dive into Engineering-as-Marketing, Social Selling, Web Scraping, Lead Generation platforms, and community-driven growth.

#2 Date: _____

We'll teach you how to use web scraping tools to identify your audience, monitor competitor pricing, and uncover customer behavior patterns.

You'll also learn how to build Viral Marketing campaigns using chatbots, tools, and techniques designed to help your campaigns go viral.

·LIVE

Closing Meeting

Date: _____

Course Recap: A summary of the key takeaways from the entire course.

Feedback & Reflection: Gathering feedback on the course and encouraging participants to reflect on their learning journey and the challenges they now feel equipped to manage.

Guidance for Continuous Learning: Providing resources and advice for ongoing learning and professional development in content marketing.

Closing Remarks & Certification: Wrapping up the course with final thoughts and sharing information about certification and next steps.

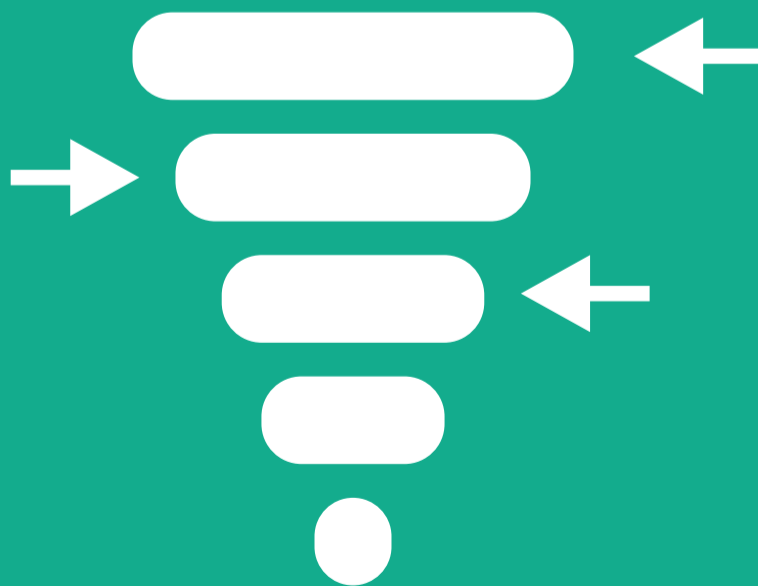
1



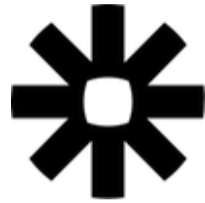
Definitions and Processes

Growth Marketing Mindset

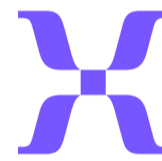
How to model my growth



Essential no-code & automation tools



Growth tools



Definitions

This course is a comprehensive guide to the concept and practice of growth marketing. It covers the definition of growth marketing, the importance of processes before tactics, building a “growth machine,” the value of data collection and utilization, and the power of cross-functional collaboration.

Duration: 40'

Format: Pre-recorded 

Growth Modelling

This course is a comprehensive guide to the concept of growth modeling. You'll learn how to start from a growth “recipe,” define the metrics that matter most, and build a model that helps you identify which channel is most impactful for your business — as well as how to optimize its performance effectively.

Duration: 3 hours

Format: Pre-recorded 

The Growth Mindset

In this course, we'll break down what it truly means to have a growth mindset.

We'll explore the key skills you need to develop in order to scale your business, and how to build a dedicated growth team — including how to delegate responsibilities effectively across different roles related to growth.

Duration: 2 hours

Format: Pre-recorded 

2



Incredients Of Growth

Growth Marketing Important elements



Engagement Points

This course explores the importance of engagement points in growth marketing. It covers their definition, real-world examples, and their critical role within the marketing funnel.

Duration: 20'

Format: Pre-recorded 

Funneling

Learn the steps to creating effective marketing funnels. These steps include ways to deliver value to your customer before making a sale, setting realistic goals and measuring success, understanding the customer profile and tracking their journey, recognizing that customer decision-making often involves multiple channels, and evolving through continuous improvement based on feedback.

Duration: 32'

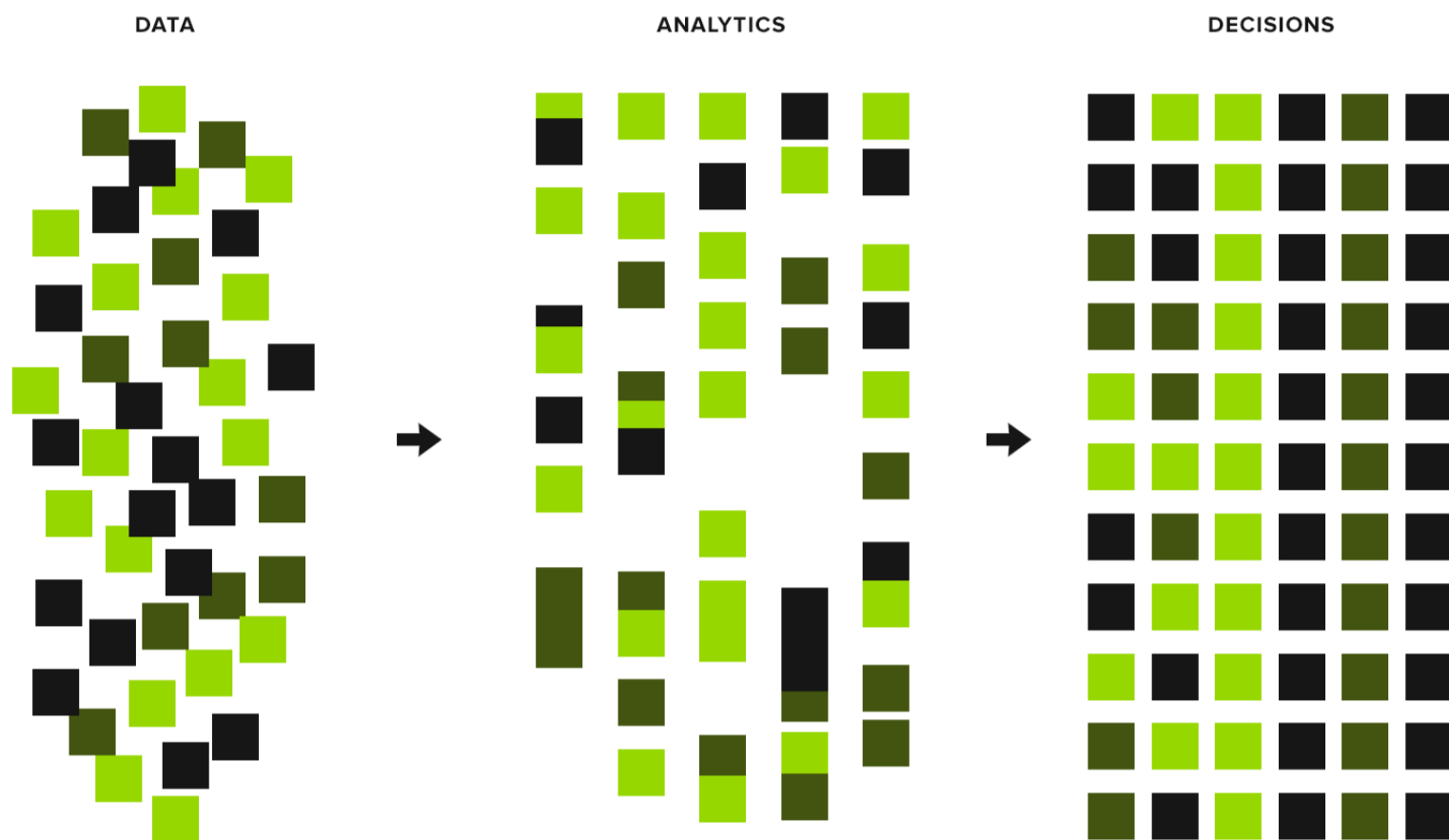
Format: Pre-recorded 

Reporting

This course explores the complexities and importance of effective reporting in business growth. It highlights the challenges of data collection, data overload and interpretation, as well as attribution issues and resource limitations. Despite these complexities and resource demands, the course emphasizes that adopting a reporting mindset is critical for informed decision-making and successful business strategies.

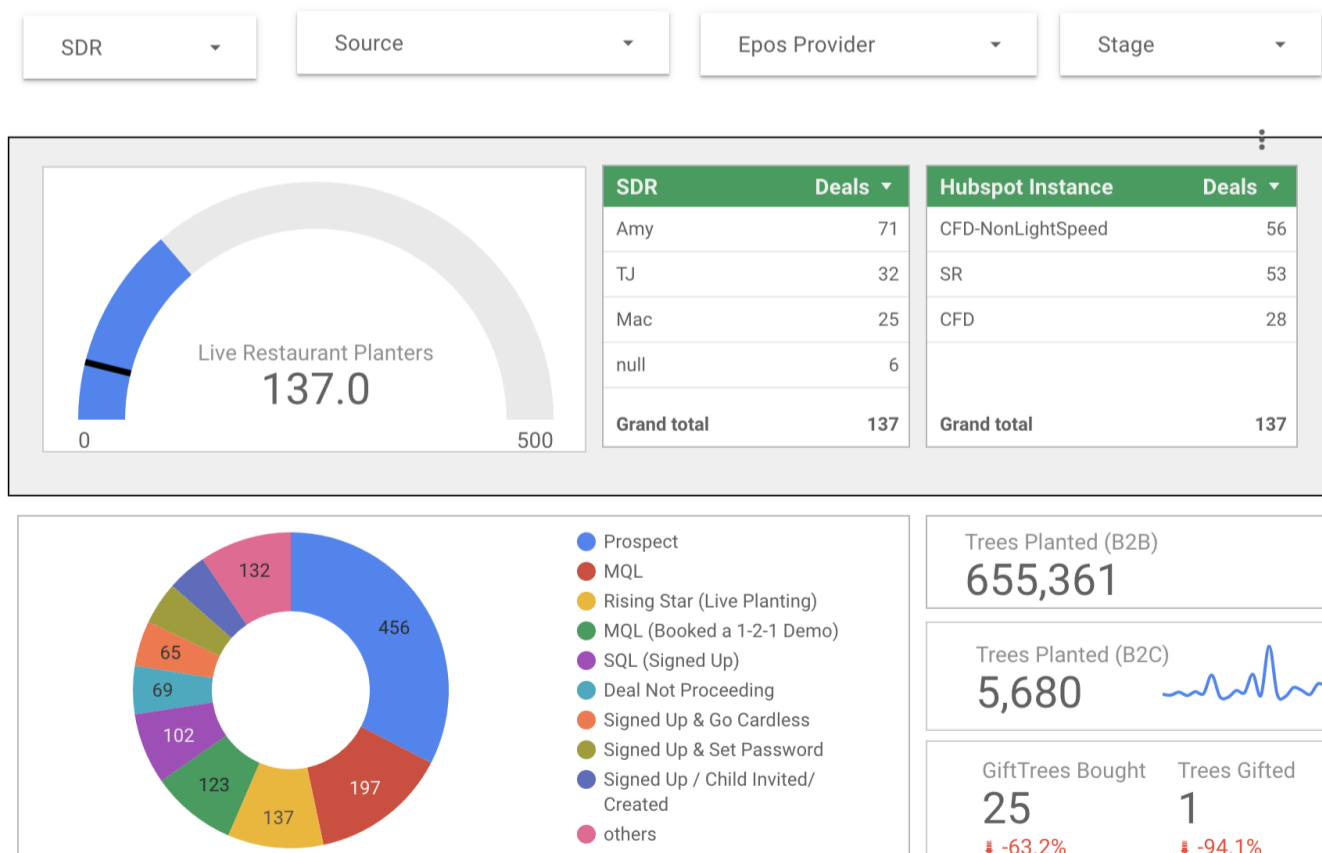
Duration: 35'

Format: Pre-recorded 



In this course, we'll learn what Data Modeling means, what key elements you need to consider, and the major risks associated with data that is poorly structured, improperly modeled, or not properly normalized.

What are the secrets to effective reporting? Which tools should we use for analysis and presentation? What factors influence our choice of tools? How does data volume come into play, and how can we, as a business, truly own our own data.



Data Capturing

In this session, we explore the methodologies and techniques of data capturing, emphasizing its crucial role in today's data-driven landscape.

We also delve into the importance of data capturing in marketing and how it drives business growth.

Duration: 14'

Format: Pre-recorded 

Technical Session: Step-by-step

How to capture user's journey

It's critically important to be able to answer the question:

“What is my customer doing on my website or web app?”

Standard analytics tools won't give you the full picture — but you can implement systems like Mixpanel and advanced events in Google Analytics to gain that insight.

If you want to track the user journey from the very beginning all the way to conversion, you'll need specialized product analytics tools.

In this video, we've documented the step-by-step process using Google Tag Manager.

Duration: 42'

Format: Pre-recorded 

Data Distribution

This training video explores the concept of data distribution in the context of growth hacking.

It emphasizes the importance not only of collecting data, but also of effectively distributing and sharing it across departments, teams, and tools — in order to optimize growth strategies.

Duration: 14'

Format: Pre-recorded 

Artificial Intelligence

This course explores the application of AI in the marketing field, highlighting its effectiveness in shaping modern marketing strategies.

It covers AI's role in content creation and management, survey analysis and feedback interpretation using natural language, image analysis for generating blog posts, as well as the use of AI for creating realistic avatars and voice cloning.

Additionally, the course introduces practical AI tools for marketing and discusses its impact on job roles—emphasizing the importance of using AI effectively and responsibly.

Duration: 60'

Format: Pre-recorded 

3



Beyond Growth Hacking

The Evolution of Growth Hacking

This course explores the evolution of growth marketing and the emerging role of no-code marketing.

It highlights the shift from traditional marketing to a holistic growth approach, emphasizing automation through artificial intelligence. The course also stresses the importance of no-code tools and the need for marketers to upskill in the technical aspects of their craft.

Overall, it underscores the critical integration of product development and marketing, the strategic use of no-code tools, and the necessity of developing technical skills to succeed in the growth marketing landscape.

Duration: 30'

Format: Pre-recorded 

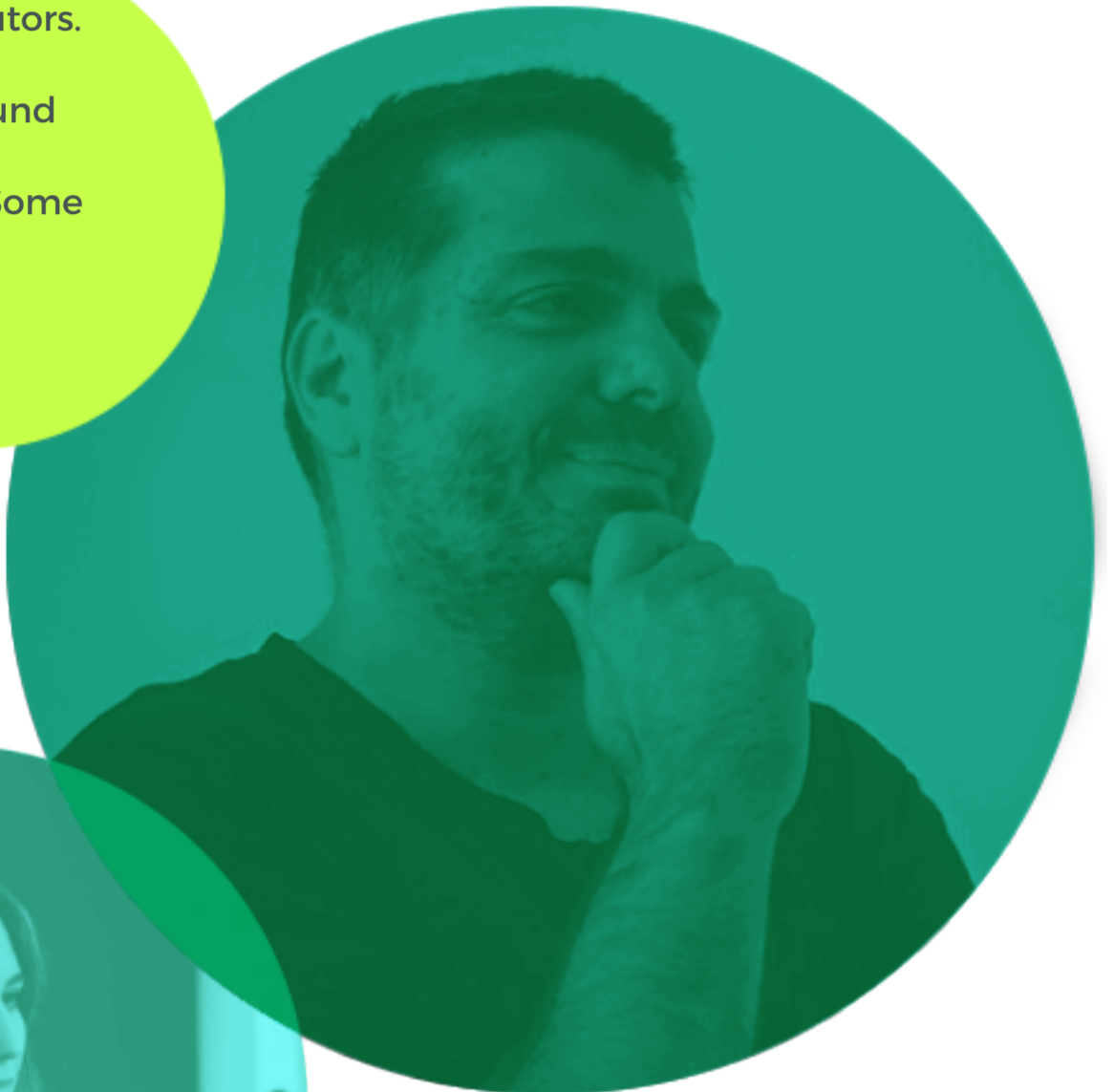
Who is going to be training you?

Growth Hacking Academy stands out from the rest because of the hands on syllabus and of course their tutors. They are top-notch trainers with business and academic background running successful business and teaching in universities abroad. Some of the trainers include:



EFFIE BERSOUX

CEO at GrowthGirls.com
Co-founder at
Running Growth Agencies and teaching
in the most famous Universities in the
World (i.e. Stern Business School, NYU)



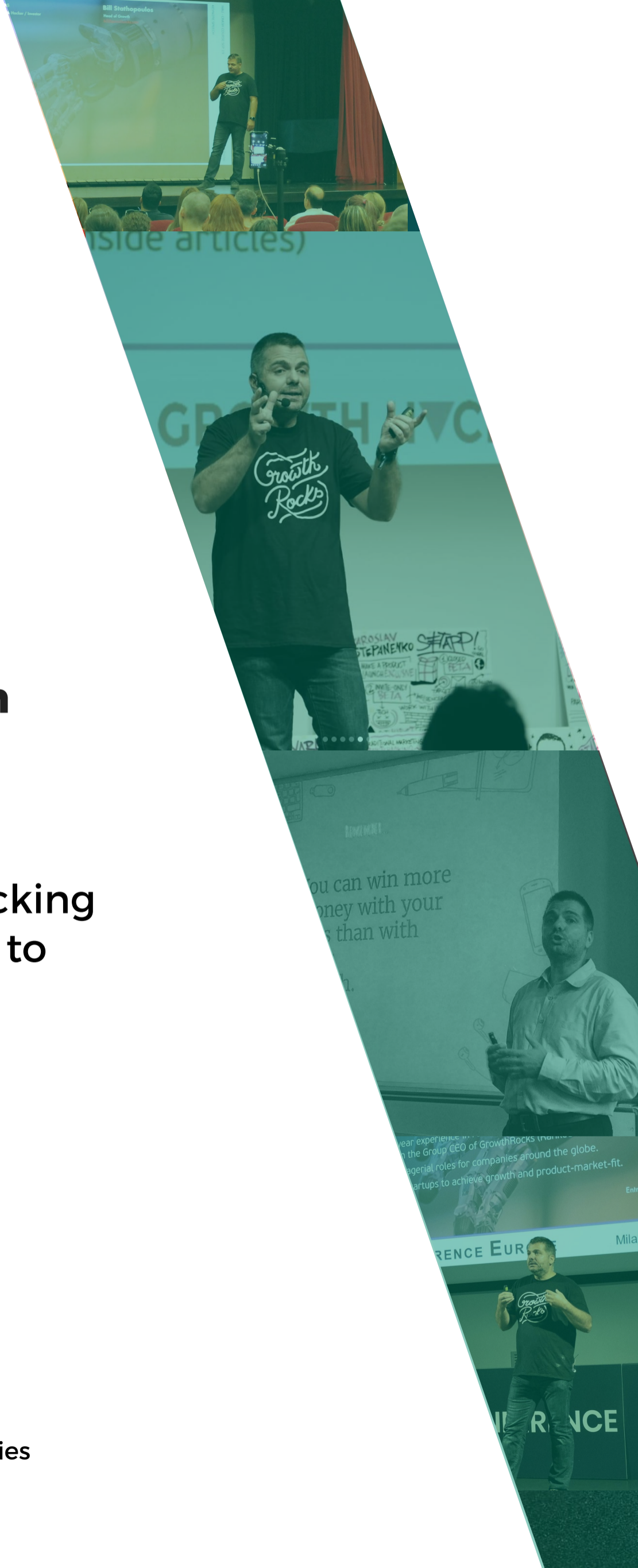
THEO MOULOS

Chief Architect Growthhackers.com
CEO at GrowthRocks.com
Running Growth Agencies and teaching
in the most famous Universities in the
World (i.e. Stern Business School, NYU)

Is it conflicting with company's working hours?

No. Since Growth Hacking University is referring to professionals, class time is flexible*

* may be different in various countries



web future
make your future web



PROMO
SOLUTION
EXHIBIT. CREATE.

Meliory
greek market & dell



elpedison

Accessorize

mediarisk



διάδιμα
DIGITAL MARKETING



OIVOS
AGENCY OF THE YEAR

LIBERIS
PUBLICATIONS

star

NEUROPUBLIC
PERSONALIZED SERVICES & CHALLENGES



boussias communications

ELORA
WATCHES
Your time is our business

SKARAS
JEWELRY

QUIZDOM

D&B Hoovers

netsteps

Syncbnb

Panteion University
of Social and Political Sciences

Who has participated till now?

The program fits a set of roles. Managers, consultants, founders, owners and more C-level professionals where students in the last 6 seasons.

Companies of every stage and sizes such as startups, mature companies, international corporations and even students traveling from abroad to participate.

All kind of industries were part of this academy, testifying nothing than the best of how much they learned and how easy it was for them to apply their newly acquired knowhow in the companies.

E-commerce, directory services, marketplaces, b2b services, retailers, b2c FMCGs are only few of the students of the last 9 seasons.

A certification that counts!

Demonstrating Mastery in Growth Marketing and Data-Driven Strategies





Say hello! 😊

**The Growth Hacking
University squad**