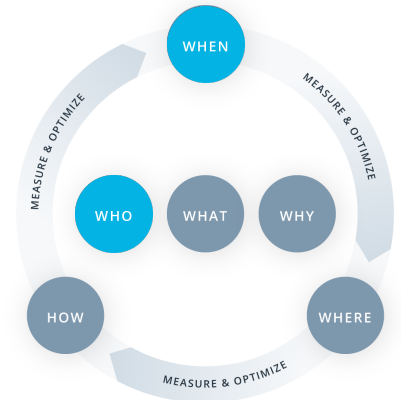
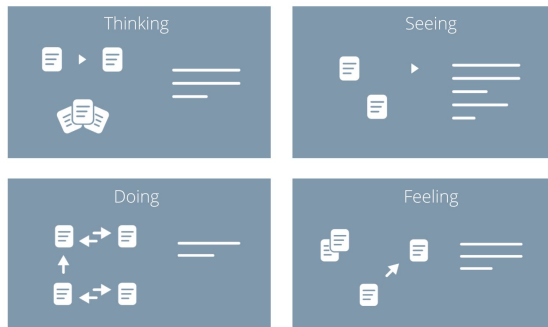


LEARNING SUMMARY

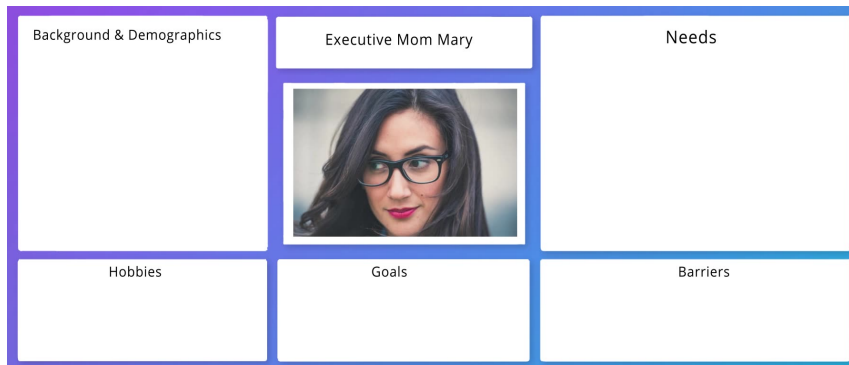
MARKETING FUNDAMENTALS:WHO & WHEN

STEP 1: UNDERSTAND YOUR CUSTOMER

1) Develop Empathy Maps (based on interviews)



2) Develop a Target Persona



STEP 2: UNDERSTAND THE CUSTOMER JOURNEY

