Training Resources for Life Sciences Marketers from Jan. 25 Program

Courses & Certifications
Digital Marketing Bootcamp at UNC-Chapel Hill
Digital Marketing Bootcamp at NC State University
Digital Media & Marketing at Duke University
LinkedIn Learning
Marketing Certificate at NC State University
American Marketing Association (AMA)
Digital Marketing Institute (partnership with AMA to earn 2 certifications from one course)

CRM-specific Training (See Salesforce, HubSpot Academy, Zoho)
Marketing Profs

Mentoring
American Marketing Association’s Mentorship Program

Conference
Digital Marketing in Life Sciences Virtual Conference Feb. 24-25, 2022

Panelists' Book Recommendations
- 1 Minute Manager by Kenneth Blanchard, Ph.D. and Spencer Johnson, M.D.
- Blink: The Power of Thinking Without Thinking by Malcolm Gladwell
- Dare to Lead: Brave Work. Tough Conversations. Whole Hearts. Written by Brené Brown
- Making the Complex Compelling - Creating High-Performance Marketing in the Life Sciences by David Chapin
- Good to Great – Why Some Companies Make the Leap and Others Don’t by Jim Collins
- Hug Your Haters: Embrace Complaints and Keep Your Customers by Jay Baer
- It’s Not What You Sell, It’s What You Stand For: Why Every Extraordinary Business Is Driven by Purpose by Roy M. Spence Jr. and Haley Rushing
- Selling the Invisible: A Field Guide to Modern Marketing by Harry Beckwith
• *The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results* by Brent Adamson
• *The Mindful Marketer – How to Stay Present and Profitable* by Lisa Nirell

**Panelists' Podcast Recommendations**

- Social Media Marketing with Michael Stelzner
- The Digital Marketing Podcast with Daniel Rowles & Ciaran Rogers
- The Golden Circle with Simon Simek
- Entrepreneurial Thought Leaders from Stanford eCorner