

# Agile Marketing Education

## AGILE MINDSET

### AGILE EDUCATION FOR MARKETING IN CANADA

This Learning PDF is used for [Agile Marketing Education](#) by Experienced Marketing Practitioners and Educators at Two Canadian Universities.

### AGILE MARKETING MANIFESTO PRINCIPLES

While we did not vote on the [principles](#) during Sprint Zero, we did produce the following candidates. They elaborate on the [values](#).

1. Our highest priority is to satisfy the customer through early and continuous delivery of marketing that solves problems
2. We welcome and plan for change. We believe that our ability to quickly respond to change is a source of competitive advantage
3. Deliver marketing programs frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale
4. Great marketing requires close alignment with the business people, sales and development
5. Build marketing programs around motivated individuals. Give them the environment and support they need, and trust them to get the job done
6. Learning, through the build-measure-learn feedback loop, is the primary measure of progress
7. Sustainable marketing requires you to keep a constant pace and pipeline
8. Don't be afraid to fail; just don't fail the same way twice
9. Continuous attention to marketing fundamentals and good design enhances agility
10. Simplicity is essential

Agile Manifesto as of June 2021 – For Educational Purposes Only



## Agile Marketing Manifesto 101

### *Agile Marketing Values:*

***#1 Validated Learning***

***#2 Customer  
Collaboration***

***#3 Adaptive Campaigns***

***#4 Customer Discovery***

***#5 Flexible Planning***

***#6 Responding to Change***

***#7 Many Small  
Experiments***

<https://agilemarketingmanifesto.org>

*Education for Real-  
World Learning through  
our Unique Blend of  
Theory & Practical  
Marketing Experience!*

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