Strategic Marketing Communications in the Digital Age

Past Participant Profile

Top Five Countries
- United States: 62%
- Brazil: 9%
- China: 4%
- Mexico: 4%
- United Kingdom: 3%

Top Five Industries
- Services: 24%
- Finance, Insurance, and Real Estate: 19%
- Manufacturing: 17%
- Utilities and Infrastructure: 9%
- Public Administration: 2%

Top Five Job Functions
- Marketing: 54%
- Public Relations: 5%
- Sales: 5%
- General Management: 5%
- Entrepreneurial/Owner: 4%

Management Levels
- Middle: 37%
- Senior: 36%
- Top: 12%

Northwestern | Kellogg