Do you have a well-defined marketing strategy that gives your company a competitive advantage? Are you capitalizing on key opportunities in the marketplace using relevant consumer insights, channel strategy, and brand equity?

As a participant in the Kellogg on Consumer Marketing Strategy program, you will learn how to gain insight into consumers’ goals, beliefs, and consumption habits and translate that insight into an effective marketing strategy. In this intensive, five-day program, you will blend theory with sound marketing practice to attain winning strategies and tactics. Through discussions, case studies, and exercises presented in a collaborative learning environment, you will walk away inspired to put into action a strategy for branding, service delivery, communications, pricing and channel distribution.

Participants will learn to…

- Assess opportunities in the marketplace
- Analyze competitive strategies
- Develop a product/service positioning and marketing strategy that capitalizes on the most attractive opportunities
- Build and leverage brand equity to your advantage
- Translate marketing strategy into sound marketing tactics

The Faculty

Alice M. Tybout
Academic Director; Harold T. Martin Professor of Marketing, Kellogg School of Management

Bobby J. Calder
Charles H. Kellstadt Professor of Marketing; Professor of Psychology; Director of the Center for Cultural Marketing; Chair of the Marketing Department, Kellogg School of Management

Anne Coughlan
John L. and Helen Kellogg Professor of Marketing, Kellogg School of Management

Brian Sternthal
Kraft Foods Chair in Marketing, Kellogg School of Management
The program covers:

Developing a Consumer Marketing Strategy
- Defining the marketer’s goal
- Analyzing competitive strategies

Designing a Marketing Strategy through Effective Segmentation, Targeting and Positioning
- Gaining consumer insight
- Building and sustaining brand equity

Developing and Evaluating Advertising and Promotion Strategies
- Consumer psychology
- Media trends
- Consumers’ media experience

Responding to Retailing/Distribution Trends
- Channel strategy
- Developing an effective approach to pricing

Who should attend?
If you are a product manager, middle- to upper-level marketing manager responsible for consumer products and services, or someone who wishes to develop a marketing mentality so you can work more effectively with marketing people, this program is designed for you.

Bring the team
Special study groups, pricing, and a two-hour Friday afternoon complimentary faculty consultation session focusing on a specific issue of importance are available to companies sponsoring groups of three or more participants. Please contact Kellogg to learn more.

What’s the best way to apply?
Visit our website to fill out an online application and to check for the latest program dates and information.

Web: consumer.kellogg.northwestern.edu
Phone: (847) 467-7000
Email: ExecEd@kellogg.northwestern.edu

2011 Fee
$9,700

What’s included?
Includes classroom instruction, program materials, accommodations for five nights, and most meals, coffee breaks and receptions. Please visit the website or call for our cancellation policy and information on wiring international payments.

Sleeping, dining and classroom accommodations are located in the James L. Allen Center on Northwestern University’s Evanston campus. Specifically designed for executive education, the Allen Center overlooks Lake Michigan and contains 150 bedrooms with private baths, as well as dining rooms, lounges, recreational facilities, study rooms and classrooms. The center combines the benefits of a quiet campus environment with close proximity to downtown Chicago and O’Hare International Airport. Occasionally, demand for programs requires that participants stay at a nearby hotel. If that is necessary, arrangements will be made for you.

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