

Nonprofit Management

This certificate requires the completion of **five** executive programs. Four must be completed at the Center for Nonprofit Management and one must be completed at the Allen Center.

Choose **four** of the following executive programs offered at the Center for Nonprofit Management:

- The Challenges of Effective School Leadership
- Critical Issues in Board Governance
- Developing High Performing People
- Fundraising and Marketing
- Fundraising and Marketing: Using Social Media to Advance Your Mission
- Fundraising and Marketing: Tactics to Triumph in Challenging Times
- Leading for the Future
- Nonprofit Board Governance: Accountability at the Top
- Nonprofit Finance
- Selling Your Impact
- Strategic Leadership

Choose **one** of the following programs offered at the Allen Center:

- Competitive Strategy
- Kellogg on Consumer Marketing Strategy
- Customer Insight Tools: Turning Insight into Effective Marketing Strategies
- Energizing People for Performance
- Finance for Executives
- Kellogg on Branding: Creating, Building, and Rejuvenating Your Brand
- Leading High-Impact Teams
- The Market-Focused Organization: Creating and Delivering the Customer Experience
- Negotiation Strategies for Managers
- Reinventing Leadership: A Breakthrough Approach

The Kellogg School will keep you informed of your progress toward your Certificate objective, and our executive education staff will be happy to consult with you to help you create a Certificate track focused on your needs.

For more information on this program, please contact a Kellogg Executive Scholars Program Advisor, at 847-467-7000 or scholars@kellogg.northwestern.edu.



Kellogg
School of Management

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RISE TO ANY CHALLENGE

In Executive Education

Kellogg Executive Scholars Program Curriculum Guide



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School of Management

RISE TO ANY CHALLENGE *in Executive Education*

Kellogg Executive Scholars Program Curriculum Guide

Kellogg Executive Scholars are awarded Certificates of Professional Achievement after successful completion of approximately four open-enrollment executive programs at the Kellogg School. The programs must include one required program and three electives. (The Certificate of Professional Achievement in Nonprofit Management has separate criteria.) Please visit our web site for complete details on all of our programs.

Earn a Certificate of Professional Achievement in:

Marketing and Sales Management

One required program:

- Accelerating Sales Force Performance
- Business Marketing Strategy
- Kellogg on Consumer Marketing Strategy

Plus three electives:

- Branding in Media and Entertainment (Joint Program with IME)
- Competitive Strategy
- Customer Insight Tools: Turning Insight into Effective Marketing Strategies
- Distribution Channel Management: Bridging the Sales and Marketing Divide
- Driving Organic Top-Line Growth
- Kellogg on Branding: Creating, Building, and Rejuvenating Your Brand
- Managing New Products and Services for Strategic Competitive Advantage
- The Market-Focused Organization: Creating and Delivering the Customer Experience
- Pricing Strategies and Tactics
- Strategic Data-Driven Marketing
- Strategic Marketing and Communications in Today's Media World

Note: For all certificates except General Management, programs not used as the required course may be taken as electives. Each set of four completed programs may only count for one certificate.

Financial Management

One required program:

- Corporate Financial Strategies for Creating Shareholder Value
- Finance for Executives
- Merger Week: Creating Value through Strategic Acquisitions and Alliances

Plus three electives:

- Competitive Strategy
- Creating and Managing Strategic Alliances
- Driving Strategic Value from IT
- Pricing Strategies and Tactics

Leadership and Management

One required program:

- Energizing People for Performance
- Reinventing Leadership: A Breakthrough Approach

Plus three electives:

- Competitive Strategy
- Corporate Governance: Effectiveness and Accountability in the Boardroom
- Creating and Managing Strategic Alliances
- Driving Organic Top-Line Growth
- Governing the Family Business
- Leading High-Impact Teams
- The Market-Focused Organization: Creating and Delivering the Customer Experience
- Negotiation Strategies for Managers
- New Leadership for an Innovative Edge
- New Leadership for the Family Enterprise
- Soul of Leadership
- Women's Director Development Program

Operations, Supply Chain, and Technology Management

One required program:

- Operations Management Week (*includes both* The Science of Lean Six Sigma Operations *and* Supply Chain Management: Strategy and Planning for Effective Operations)

Plus three electives:

- Creating and Managing Strategic Alliances
- Distribution Channel Management: Bridging the Sales and Marketing Divide
- Driving Strategic Value from IT
- Managing New Products and Services for Strategic Competitive Advantage
- Pricing Strategies and Tactics
- Strategic Data-Driven Marketing

General Management

Option One:

One of these **Marketing and Sales** programs:

- Accelerating Sales Force Performance
- Business Marketing Strategy
- Kellogg on Consumer Marketing Strategy

One of these **Finance** programs:

- Corporate Financial Strategies for Creating Shareholder Value
- Finance for Executives
- Merger Week: Creating Value through Strategic Acquisitions and Alliances

Any one of the **Leadership and Strategy** programs listed to the left under the Certificate of Professional Achievement in Leadership and Management.

One of these **Operations, Supply Chain, and Technology** programs:

- Driving Strategic Value from IT
- The Science of Lean Six Sigma Operations
- Strategic Data-Driven Marketing
- Supply Chain Management: Strategy and Planning for Effective Operations

Option Two:

Combine the Women's Senior Leadership Program with any 2- to 5-day program listed.

Option Three:

It is also possible to design a Certificate in General Management to meet the professional and executive education needs of an individual or the particular needs of an organization, based upon approval of the Kellogg Executive Scholars Program Advisor.



Notes