Business Marketing Strategy

2011 Sessions:
April 10-15
July 10-15
September 18-23
How effective are your B-to-B marketing strategies? Can you evaluate each current strategy and understand why it’s working—or why not?

As a participant in the Business Marketing Strategy program, you will learn the techniques for analyzing and building effective business-to-business marketing strategies—and take away the tools you need to put your plans into action. In this intensive, five-day program, you will broaden your perspective and exchange marketing ideas with an international group of peers in a collaborative learning environment. You will also have the opportunity to analyze the marketing strategies of your own firm.

Participants will...

- Boost marketing strategy analysis skills
- Segment business markets
- Build customer value models
- Develop an understanding of the dynamics of marketing strategy
- Construct a framework for the new product development process
- Use customer value as a basis for pricing strategy
- Assess when to use collaborative marketing

The Faculty

James C. Anderson  
Program Director; William L. Ford Professor of Marketing and Wholesale Distribution; Professor of Behavioral Science in Management, Kellogg School of Management

Gregory S. Carpenter  
James Farley/Booz Allen Hamilton Professor of Marketing Strategy, Kellogg School of Management

Kent Grayson  
Bernice and Leonard Lavin Professor of Marketing, Kellogg School of Management

Mohanbir Sawhney  
McCormick Tribune Foundation Clinical Professor of Technology; Director of the Center for Research in Technology and Innovation, Kellogg School of Management
Creating a Market-Oriented Company
- Developing a competitive marketing strategy
- Developing segmentation and positioning strategies
- Building and sustaining working relationships

Customer Value Management
- Building customer value models
- Constructing customer value propositions
- Managing market offerings
- Managing pricing

Creating and Building Business Brands
- Understanding brand strategy
- Sustaining customer relationships
- Strengthening reseller performance through channel positioning

Driving Organic Growth through Business Innovation
- Developing and managing new products
- Marketing in a digital world

Who should attend?
This program is designed for general managers; marketing, product, and sales managers from medium to large firms; presidents and vice presidents of marketing from smaller firms; and managers who help plan and implement market-oriented business strategies in their companies.

Bring the team
Special study groups, pricing, and other arrangements are available to companies sponsoring teams of four 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: marketstrategy.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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