

Advanced Marketing Management

Information Session

Northwestern | Kellogg

EXECUTIVE EDUCATION

Please note...

- This Orientation is being recorded.



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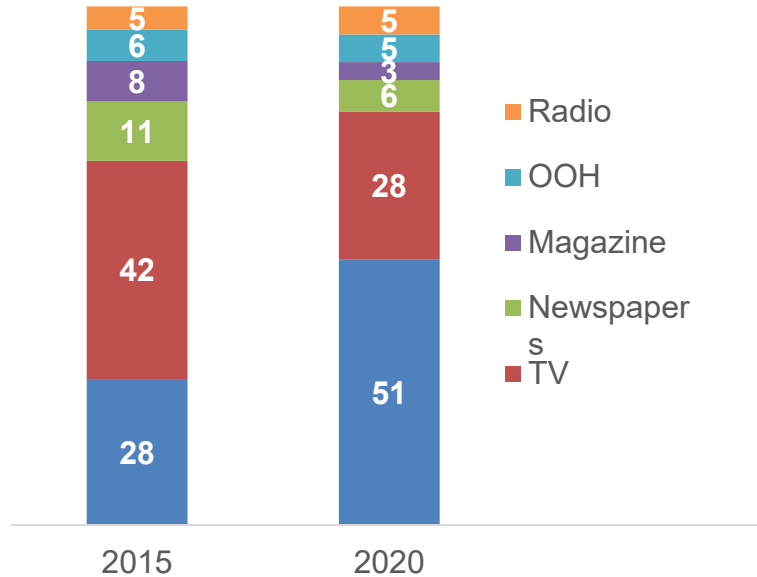
Chat Prompt

What brands have best adjusted their marketing efforts to Covid-19?

Pre Covid: Marketing And Advertising Had Already Changed Dramatically

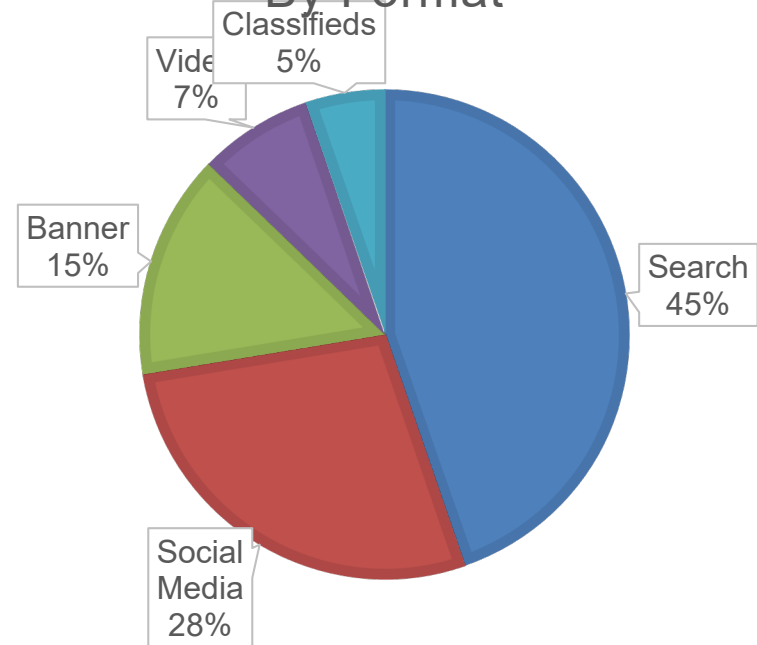
Global Ad Spend By Medium

Percent of Total

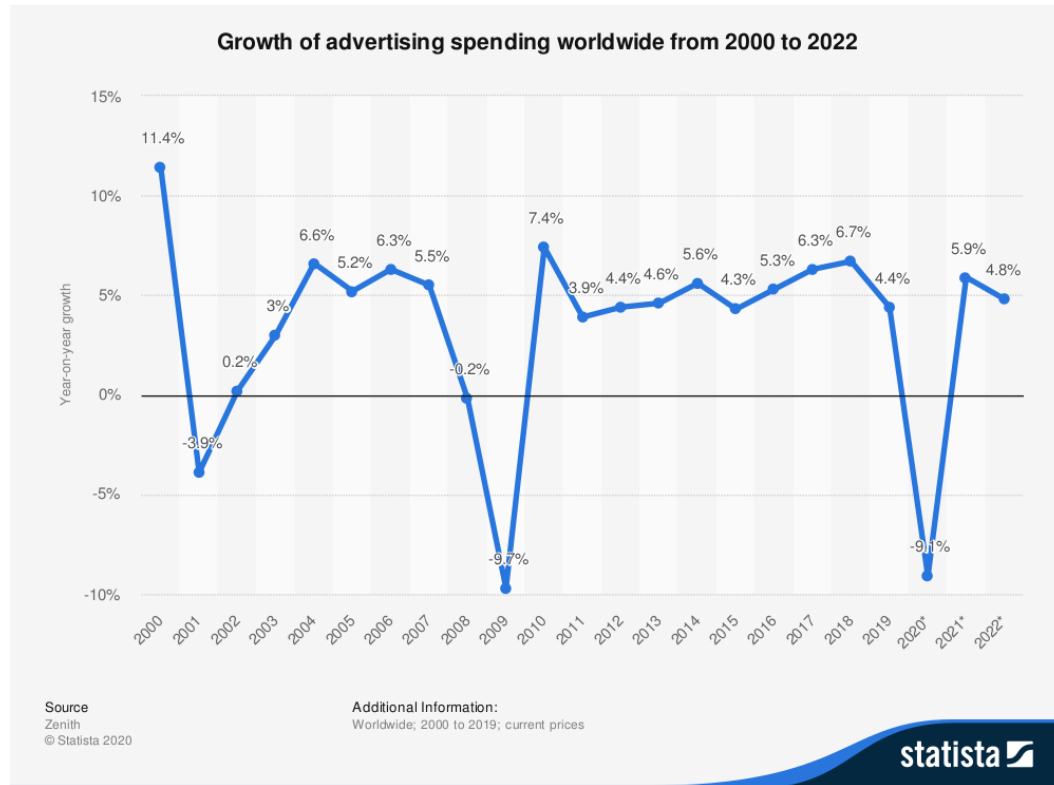


Sources: Statista

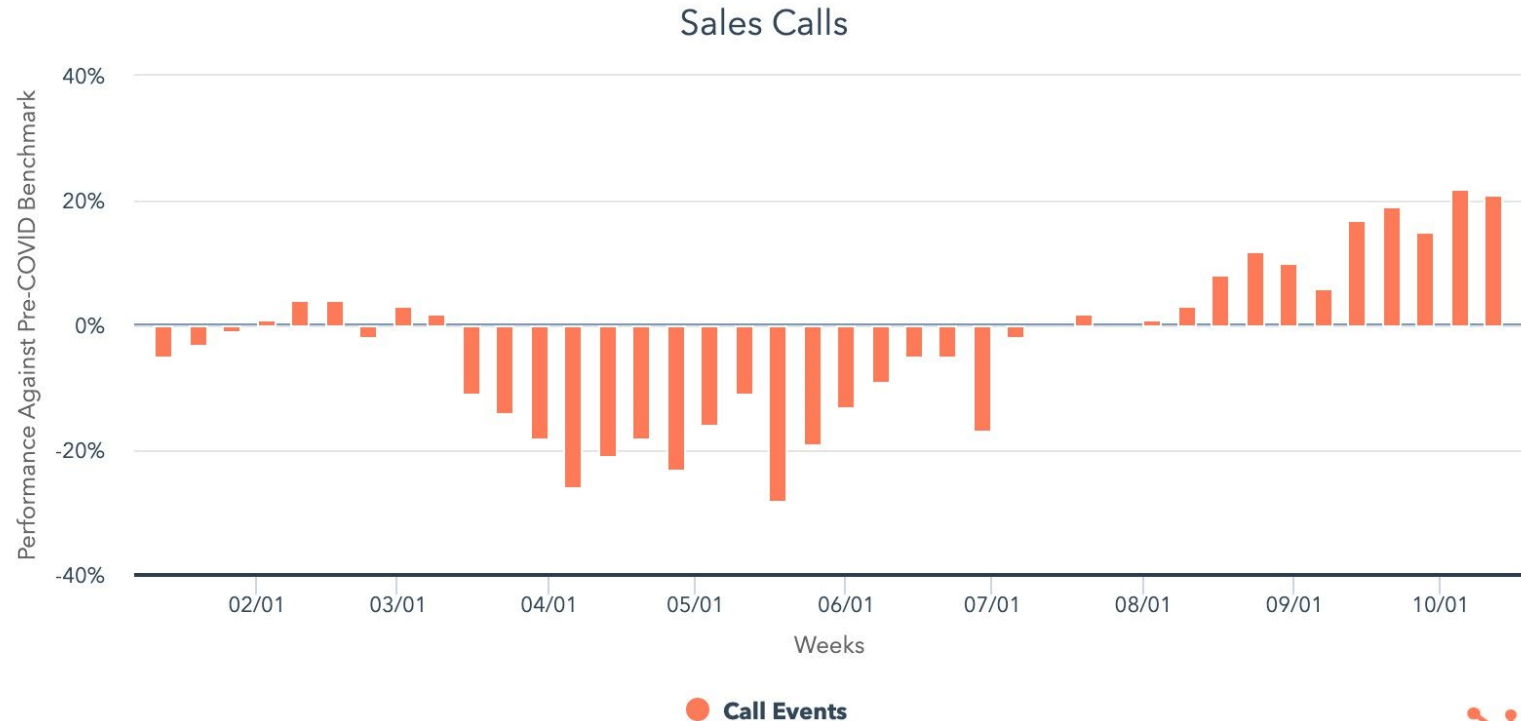
2020 Global Digital Ad Spend By Format



Ad Spending Drops In Times Of Crisis



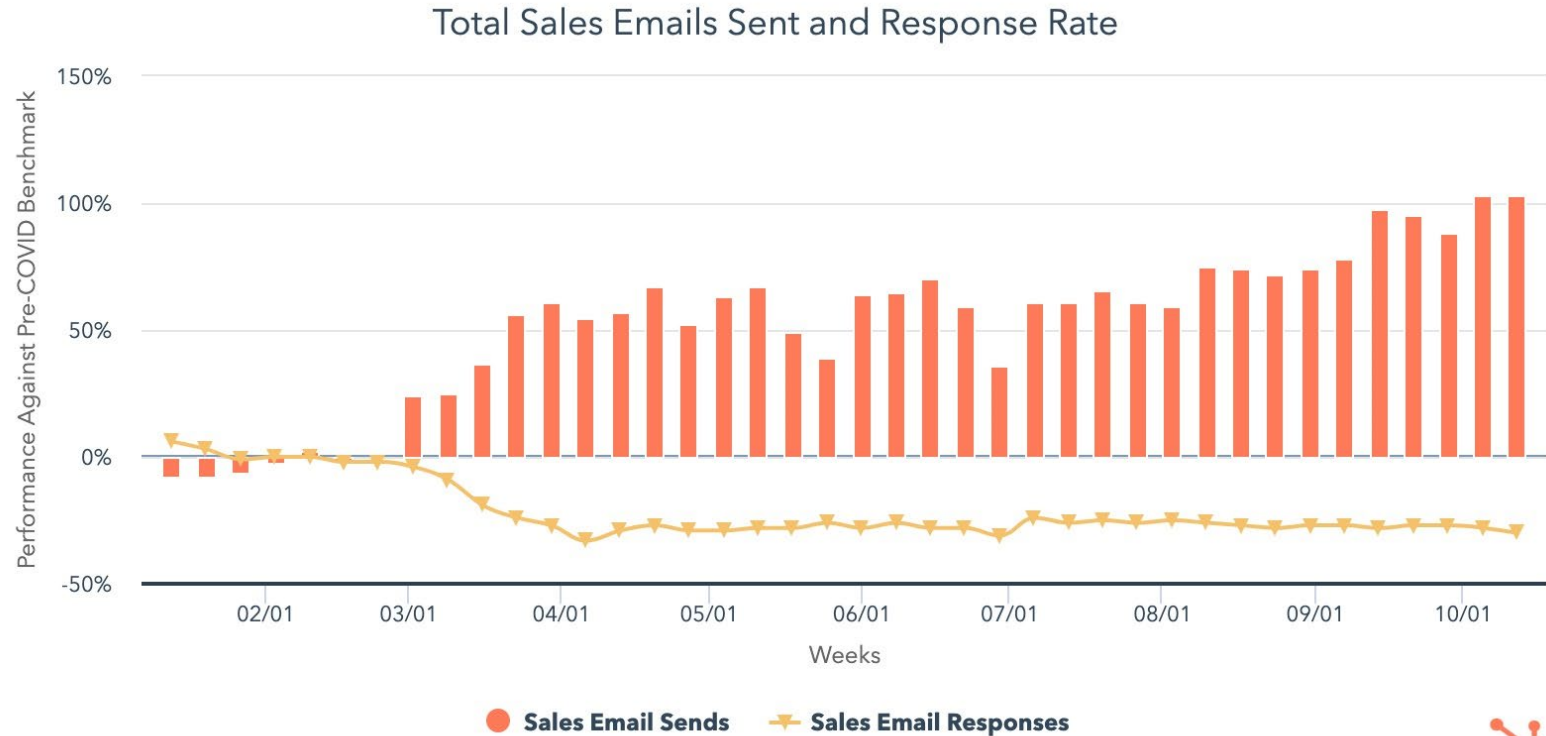
The Volume Of Sales Calls Has Dropped Sharply



Sources: Statista, HubSpot



Sales By Email: Greater Volume, Fewer Responses



Sources: Statista, HubSpot



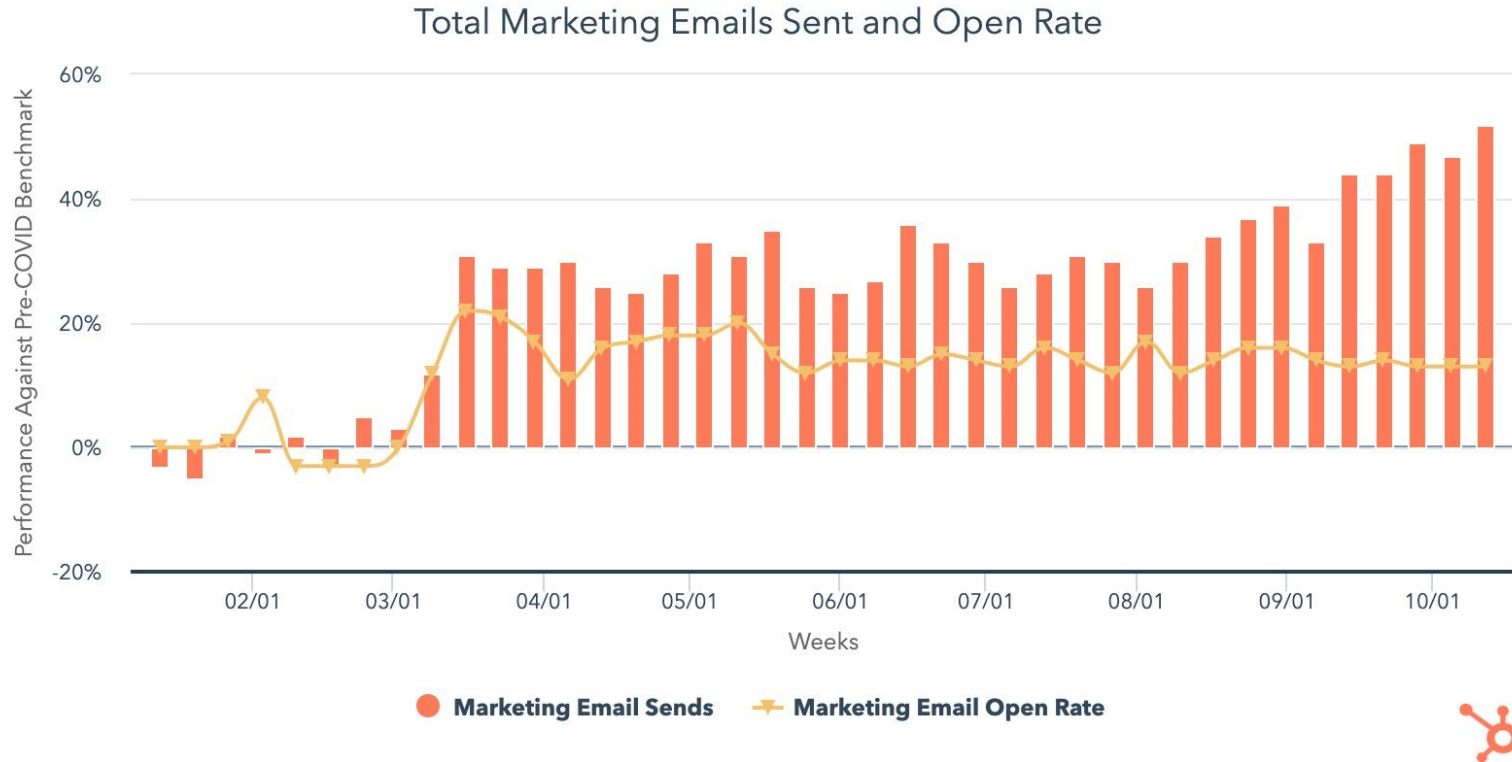
Website Traffic Has Increased Substantially



Sources: Statista, HubSpot

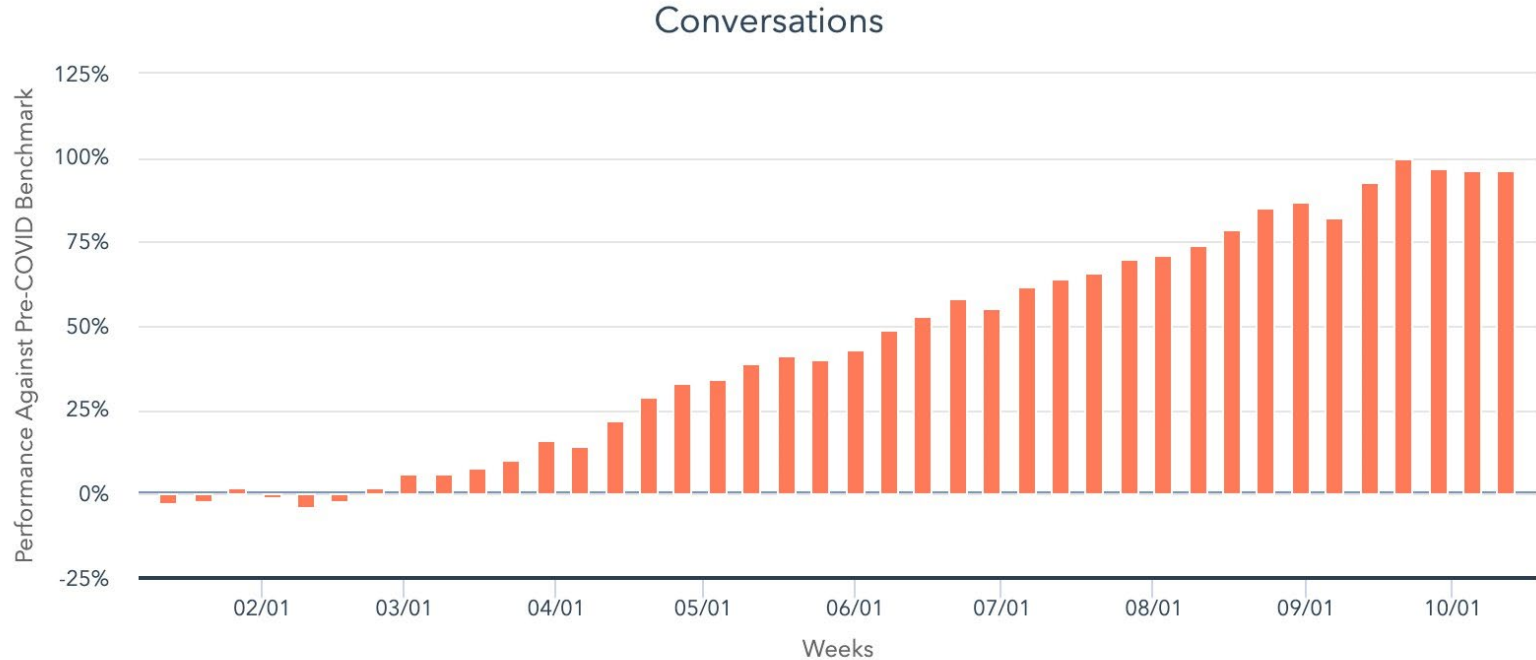


Marketing Emails: Volumes Up, Open Rates Higher



Sources: Statista, HubSpot

Many More Conversations: Laying The Groundwork For Recovery

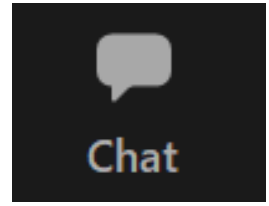


Sources: Statista, HubSpot

● Conversation Interactions



Chat Prompt



What is a major marketing challenge you face right now?

Advanced Marketing Management Program Overview

Academic Directors



- Sandy & Morton Goldman Professor of Entrepreneurial Studies in Marketing
- Particular expertise in Advertising and Consumer Behavior
- PhD, MA in Psychology from The Ohio State University; BA from UC Santa Cruz



- Clinical Asst. Professor of Executive Education, Senior Academic Director
- Former CMO, Zurich Insurance; former partner at McKinsey
- MS from Sloan School of Management, MIT; BA from Harvard

Why We Created Advanced Marketing Management

The Evolution of Marketing

Marketing 1.0

Product-Centered

Marketing 2.0

Emotion-Centered

Marketing 3.0

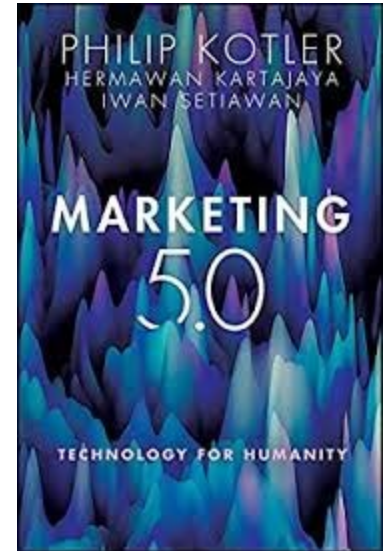
Purpose Driven

Marketing 4.0

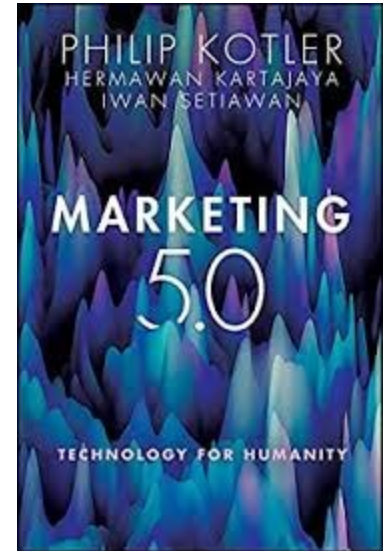
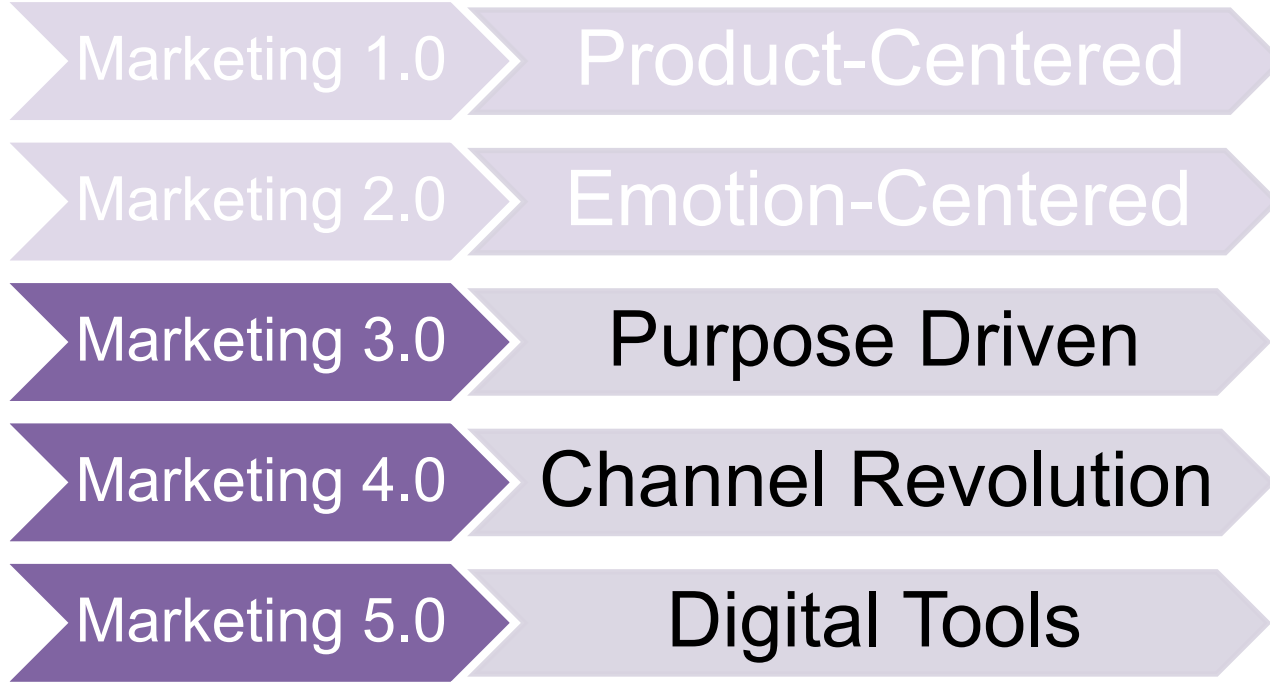
Channel Revolution

Marketing 5.0














Digital Tools



Advanced Marketing Management



ADVANCE MARKETING MANAGEMENT – Program Overview

WEEK-1 Time (CST) 8:15 – 8:30	Monday Nov-30	Tuesday Dec-1	Wednesday Dec-2	Thursday Dec-3	Friday Dec-4
		<i>Coffee Chat (optional)</i>			
8:30-10:00	Advanced Marketing: The New Normal 	A New Paradigm for Marketing 	Digital Tools and AI for Marketers 	The Power of Why 	Customers, Content, Conversions 
10:00-10:15	Deron	Tom	John	Dan	John
10:15-11:45	Fin Deron	C ar To	D M for J	T D	C O J
11:45-1:00					
WEEK-2 Time (CST) 8:15 – 8:30	Mon De	Mo D	We	Th	F
8:30-10:00	Leveraging J Modeling for Identification Prioritization Kevin McTigue	h 0 To Shap	free c ketin chall ices than	e Strate uence holas	<i>Thank you for joining us!</i>
10:00-10:15					
10:15-11:45					
11:45-1:00					

What participants say...

"I just had a really smart and meaningful conversation with the owner of a digital marketing company. In the spirit of following up on my action plans from the course, I am working on engaging his company to build up my digital presence along the lines of what we learned. I also think he may attend your program in the very near future."

CEO, Business Services Provider

"I applied [my learning] from the program today! I led an all-day session about creating personas and identifying common pain points, messaging themes, perceptions and differences. It helped us hone in on an overarching story in a market where maturity levels, buying habits and clients look distinctly different — something which has eluded the team for a long time."

Lead Associate, Brand Strategy Manager, Global Management Consulting Firm

I want to share good news related to the outcome of my studies at Kellogg. If you remember, we wrote down our objectives and action plans that we implement upon the return. [The program led] me to pursue the goal of driving digital projects for our products. It was not easy, we spent three months with different stakeholders and finally, today, we got approval from the Board of Directors with an absolute "go ahead" to start the project. We will build CRM, develop consumer platform and user content. Thank you, Kellogg, for driving our goals forward!

Brand Manager, Consumer Products Company

Learning Experience

Hello from your Kellogg team!



Gretchen Baker
Associate Director Advising



Jenny Daellenbach
Program Manager
(Primary)



Carolyn McHugh
Program Manager
(Session Support)

Resources & Opportunities to Connect



Network with your peers during small group lunches and events



Dig deeper during faculty coaching sessions



Explore resources on a robust course site

Q & A

For more information:

- Go to <https://kell.gg/kxadmark>
- Contact your program Advisor – Gretchen Baker
 - gretchen-baker@kellogg.northwestern.edu

THANK YOU