

Business Marketing Strategy

Driving Profitable Growth in the New B2B Environment

LIVE VIRTUAL

April 19 – May 7, 2021

\$8,150*

IN PERSON

Sept. 27 – Oct. 1, 2021

\$10,850*

Guided by senior members of Kellogg's marketing faculty – experts in the unique challenges of business-to-business marketing – you'll gain exposure to their leading-edge thinking on successful business practices and explore in-depth the new fundamentals of B2B marketing strategy in today's hyper competitive environment.

Highly interactive and focused on practical application, this program teaches you how to target the right customers, understand the motivations and behaviors of your business customers, price and position your offerings, and rethink your marketing organization and processes. In a collaborative environment with a group of peers from around the world, you'll analyze your marketing strategies, share experiences and broaden your perspective.

“As a B2B business unit head, I found nearly every single topic to be useful. I can easily see the practical application of the concepts and generated many high potential ideas for our team throughout the program. I am leaving the course feeling energized by the content, the enthusiasm and depth of knowledge of the professors, and the rich and varied experiences of my colleagues.”

VICE PRESIDENT, KAPLAN, INC.

Key Benefits

- Deepen your understanding of the dynamics of business markets
- Segment and target the right business customers with the right offers
- Rethink your go-to-market and pricing strategies
- Make your marketing organization more agile

Who Should Attend

- General managers
- Marketing, product and sales managers from medium to large business-to-business firms
- Presidents and vice presidents of marketing from smaller firms
- Other managers who help plan and implement market-oriented business strategies

Please note: This approval program is limited to individuals with specific business experience. Before enrolling, you must receive approval from the Kellogg School of Management to participate. Please visit the program website for more information.

Learn more and apply: kell.gg/kxbtob

* Your in-person program fee includes accommodations, meals and course materials. Dates and program fees are subject to change.

Program Content

Creating a Market-Oriented Company

- Develop a competitive marketing strategy
- Establish segmentation, targeting and positioning strategies
- Manage segments and customers

Managing Customer Value

- Construct customer value propositions
- Manage market offerings
- Manage pricing

Creating and Building Business Brands

- Understand B2B branding
- Develop creative activation strategies
- Navigate marketing communications in a digital world

Driving Organic Growth Through Business Innovation

- Develop and manage new products

Transforming Your Organization

- Understand marketing's role in enterprise transformation
- Make marketing agile

The Faculty

Thought-provoking, insightful and focused on practical application, the faculty members for this program — teachers, authors, researchers and highly regarded consultants — epitomize Kellogg's acknowledged leadership in marketing theory, practice and innovation.

Eric Anderson

Academic Director; Hartmarx Professor of Marketing; Director of the Center for Global Marketing Practice

Jonathan Copulsky

Program Director; Lecturer of Marketing; Lecturer, Medill School of Journalism, Media, Integrated Marketing Communications

Diane Brink

Senior Fellow and Adjunct Professor, Kellogg Markets & Customers Initiative (KMCI)

Nick Caffentzis

Senior Fellow and Adjunct Professor of Marketing

Kelly Cutler

Lecturer and Director of IMC Professional Program, Medill School of Journalism, Media, Integrated Marketing Communications

Brett Gordon

Associate Professor of Marketing

Kent Grayson

Associate Professor of Marketing; Bernice and Leonard Lavin Professorship

Derek Rucker

Sandy and Morton Goldman Professor of Entrepreneurial Studies in Marketing; Professor of Marketing

Roy Wollen

Adjunct Lecturer, Medill School of Journalism, Media, Integrated Marketing Communications

Please note: Faculty is subject to change.

Kellogg Executive Education

Live Virtual Programs feature:

- Live Online Learning — Delivered in our live virtual classroom, with a limited number of participants to ensure maximum engagement
- Top Kellogg Faculty — Kellogg's renowned thought leaders will share their knowledge and facilitate thoughtful discussion in real time throughout the program
- Peer-to-Peer Connections — Many opportunities to interact with your global peers through both formal and informal activities
- A Rich, Interactive Experience — A high-quality, transformative learning experience with timely, actionable content and seamless interactivity
- Credit towards a Kellogg Executive Scholar Certificate — All our live virtual programs count towards completion of your certificate



Your Learning and Living Experience

Our in-person programs are held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.

**When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.*

Learn more and apply:
kell.gg/kxbtob

Consult with an Advisor:
execed@kellogg.northwestern.edu 847.467.6018

Business Marketing Strategy

Driving Profitable Growth in the New B2B Environment

ACADEMIC DIRECTOR: Eric Anderson

TOPIC OVERVIEW – LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

WEEK 1	DAY 1: Monday	DAY 2: Tuesday	DAY 3: Wednesday	DAY 4: Thursday	DAY 5: Friday
8:30am - 9:30am CT	Program Welcome and Introductions Copulsky	Competitive Marketing Strategy Baxter (A): Changing Customer Environment Carpenter	Being Digital: The B2B Edition Cutler, Wollen	Segmentation, Targeting, Positioning Grayson	Value Pricing Gordon
9:45am - 10:45am CT	Your B2B Marketing Journey: Research Insights and CMO Archetypes Copulsky	Competitive Marketing Strategy Carpenter			Segmentation, Targeting, Positioning - Marketopia Grayson
11:00am - 12:00pm CT	The CMO's Role in Enterprise Transformation Brink				
Post-Session	Questions/Issues	Questions/Issues	Questions/Issues	Questions/Issues	Questions/Issues
WEEK BREAK					
WEEK 2	DAY 6: Monday	DAY 7: Tuesday	DAY 8: Wednesday	DAY 9: Thursday	
8:30am - 9:30am CT	Welcome Back Value-Based Pricing in Business Markets Anderson	The Creative Brief: Relevance to B2B in the Digital Age Rucker	Going to Market Anderson	Making Marketing Agile Copulsky	Focusing on B2B Customer Success Caffentzis
9:45am - 10:45am CT	Value-Based Pricing in Business Markets Anderson	Strategic and Empirical Test of Communications Rucker	Case Preparation/ Discussion: Cree Inc.: Lighting the Way in Industrial Markets Anderson		
11:00am - 12:00pm CT		Concept Application Rucker			
Post-Session	Questions/Issues	Questions/Issues	Questions/Issues	Questions/Issues	

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Business Marketing Strategy

A Deep Dive Into B2B Best Practices

ACADEMIC DIRECTOR: Eric Anderson **PROGRAM DIRECTOR:** Jonathon Copulsky

SAMPLE SCHEDULE

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
MORNING SESSIONS	Welcome to the Allen Center!	Segmentation, Targeting, Positioning Grayson		Going to Market Anderson	Making Marketing Agile Copulsky
			The Role of the B2B CMO Brink	Case Preparation Anderson	
LUNCH	Lunch	Lunch	Lunch	Lunch	Lunch-Optional
AFTERNOON SESSIONS	Program Welcome	Customer Value Propositions Anderson	The Creative Brief: Relevance to B2B in the Digital Age Rucker	Case Exercise Anderson	Safe Travels!
	Competitive Marketing Strategy Carpenter	Value-Based Pricing in Business Markets Anderson	Strategical and Empirical Test of Communications Rucker	Being Digital : the B2B Edition Lecinski	
	Segmentation, Targeting, Positioning Grayson		Case Exercise Rucker		
DINNER	Social Time-Dinner	Social Time-Dinner	Social Time-Dinner	Social Time-Dinner	
EVENING SESSION	Your B2B Marketing Journey Copulsky	Free Evening	Free Evening	Free Evening	

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