2018–2019 PROGRAM GUIDE

EXECUTIVE EDUCATION

Northwestern
Kellogg
School of Management
At the Kellogg School of Management, we offer a myriad of intensive, content-rich programs to support your professional growth. We equip you with the tools and skills you need to maximize your impact in your organization. Collaborate with like-minded peers while you learn from our outstanding faculty, including groundbreaking researchers, renowned scholars and leading practitioners.

The majority of our Executive Education programs are offered in the unique living-and-learning environment of the James L. Allen Center, situated on the beautiful Lake Michigan lakefront on the campus of Northwestern University in Evanston, Illinois. A short drive north of downtown Chicago, the Allen Center features classrooms, study group rooms, private bedrooms, dining rooms and inviting lounge areas, as well as an exercise room.

Please call 847.467.6018 to speak with an executive development advisor or email ExecEd@kellogg.northwestern.edu for more information. You can also find more information and apply online at kell.gg/kxeced.
OPEN ENROLLMENT PROGRAMS

Kellogg Executive Education open enrollment programs are designed to equip you with the latest tools and techniques to meet the unique demands of the rapidly evolving global marketplace and position your organization for growth and sustainable competitive advantage.

With nearly 40 programs to choose from, you will find curricular offerings that cater to your specific needs as an experienced executive and leader. In each program you’ll benefit from a deeply immersive and highly collaborative learning environment that balances academic theory with practical, real-world application.

Led by globally recognized scholars and award-winning practitioners, open enrollment programs offer powerful opportunities for engagement with industry experts as well as benchmarking with peers.

Please contact our Executive Education team for assistance:
847.467.6018
kell.gg/kxeced
ExecEd@kellogg.northwestern.edu

CUSTOM PROGRAMS

Custom programs are a year-round option for organizations seeking a focused, world-class learning experience for a group of executives. A custom program ensures a uniform learning experience for your group and gives you the opportunity to tailor the curriculum to your organization’s needs.

This offering is particularly appealing for organizations facing cultural, strategic or organizational challenges that require collective learning in real time.

For assistance in customizing a program for your organization, contact:
847.467.7200
kell.gg/kxcustominfo
custom-programs@kellogg.northwestern.edu

NONPROFIT EXECUTIVE EDUCATION

Kellogg’s Center for Nonprofit Management provides outstanding academic programs for nonprofit practitioners to hone their skills and to develop additional competencies to take their enterprises to even greater success.

These programs are directed at senior managers — executives who have direct impact on their organizations’ goals. Board members and trustees will also gain valuable insights. In addition to lectures and cases, instructors use problem-solving and role-playing exercises to promote group learning and they invite leading practitioners to share their experiences with participants.

You will find a complete listing of Kellogg’s Nonprofit Executive Education programs at:
847.491.3415
kell.gg/kxnonprofit
nonprofit@kellogg.northwestern.edu
## 2018 Executive Programs Calendar

### General Management

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### Leadership

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### Marketing & Sales

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### Operations & Technology

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Dates and program fees are subject to change.
As a growth-minded professional, you understand that continuous learning is an essential part of staying ahead of the curve in a rapidly evolving global marketplace. With the Executive Scholar Certificate, you can earn a Kellogg credential that distinguishes you as a leader, is customized to your professional development goals and rewards you with a lifetime of benefits.

You can earn your certificate by attending as few as four open enrollment programs.* Choose from our diverse portfolio of more than 40 executive programs to build your own certificate, or select one of our existing tracks to receive a credential within one of these specialized subject areas:

- Finance
- General Management
- Growth & Innovation
- Leadership
- Marketing & Sales
- Operations & Technology
- Strategy
- Nonprofit Management**

*The Executive Scholar Certificate requires attendance of a minimum of four open enrollment programs and 13 days in the classroom within five years.

**The Nonprofit Management track has separate requirements and may not be combined with other track options.

Kellogg Executive Scholar Certificate
A Kellogg credential that is uniquely you.

Completion of the Kellogg Executive Scholar Certificate comes with a host of benefits:
- A Certificate of Professional Achievement
- Kellogg Executive Education Alumni status
- Membership in the global Kellogg alumni network and access to the online network
- A 30 percent discount on Kellogg Executive Education open enrollment programs
- Opportunities to participate in alumni clubs and events
- Access to cutting-edge research and content from Kellogg faculty and leading practitioners
- A Kellogg alumni-branded Gmail account

RECOGNITION, A POWERFUL GLOBAL NETWORK AND MORE

BEGIN YOUR DEVELOPMENT JOURNEY

Begin your path to certificate attainment by submitting an online application and scheduling a consultation with our Executive Scholar Certificate Advisor.

To access the online application and learn more about the certificate, please visit: [kell.gg/kxscholars](http://kell.gg/kxscholars) or email: [scholars@kellogg.northwestern.edu](mailto:scholars@kellogg.northwestern.edu)
ADVANCED MANAGEMENT PROGRAM (AMP)

MODULAR FORMAT:
JULY 8–20, 2018 (Module 1)
SEPTEMBER 16–21, 2018 (Module 2)
$43,100

CONTIGUOUS FORMAT:
OCTOBER 14 – NOVEMBER 2, 2018
$43,100

MODULAR FORMAT:
JULY 7–19, 2019 (Module 1)
SEPTEMBER 15–20, 2019 (Module 2)
$45,300

CONTIGUOUS FORMAT:
OCTOBER 13 – NOVEMBER 1, 2019
$45,300

Kellogg’s Advanced Management Program will help you reexamine and refine your thinking about what it means to be a growth-minded leader. You will ask yourself powerful questions and gain an expanded perspective essential for success at the top. You will leave equipped to thrive in today’s fast-paced, interconnected economy with the tools, insights and frameworks you need to ignite growth and propel your organization forward.

kell.gg/kxintnsv

BUSINESS FOR SCIENTISTS AND ENGINEERS

Develop the Business Acumen to Advance Your Life’s Work

JULY 9–13, 2018  Chicago Campus // $6,900
JULY 8–12, 2019  Chicago Campus // $7,200

Develop the business acumen to advance your life’s work. In this collaborative program, you will gain skills in marketing, leadership, finance and other management areas to build on your expertise in science or engineering.

kell.gg/kxbussci

EXECUTIVE DEVELOPMENT PROGRAM

JUNE 10–29, 2018 // $33,100
SEPTEMBER 23 – OCTOBER 12, 2018 // $33,100
JUNE 9–28, 2019 // $33,800
OCTOBER 6–25, 2019 // $33,800

This program equips high-potential middle and senior managers with the business knowledge and leadership skills needed to succeed in general management. Explore theory-driven knowledge and concrete strategies across all business areas and return to your workplace energized to continue your advancement as a leader, decision maker and change agent.

kell.gg/kxedp

WOMEN’S SENIOR LEADERSHIP PROGRAM

WEEK 1: OCTOBER 17–19, 2018
WEEK 2: FEBRUARY 6–8, 2019
WEEK 3: MAY 1–3, 2019
WEEK 4: OCTOBER 16–18, 2019
$25,100

WEEK 1: NOVEMBER 13–15, 2019
WEEK 2: FEBRUARY 26–28, 2020
WEEK 3: MAY 13–15, 2020
WEEK 4: SEPTEMBER 30 – OCTOBER 2, 2020
$25,100

With an emphasis on practical learning and talent development, this four-part program — strategically paced over the course of a year — equips women with the knowledge and tools needed to elevate themselves to the C-suite and beyond. Strengthen and broaden your leadership talents through this rigorous program of intensive classroom instruction, individual career appraisals, personal coaching, case studies and simulations.

kell.gg/kxwslead

“The Kellogg AMP has been a life-changing experience for me. The creative use of business principles to drive home leadership skills was amazing and unique. The learning approach provided exposure to top, published experts and hands-on work with the teams. The group’s diversity gave me perspectives that I could experience only by developing relationships with leaders from around the globe.”

DIRECTOR, QUALITY ASSURANCE, H-E-B
C ORPORATE FINANCE
Strategies for Creating Shareholder Value
NOVEMBER 4–9, 2018 // $9,900
NOVEMBER 3–8, 2019 // $10,500
Learn the latest techniques — and their real-world application — for analyzing and valuing financial decisions. Find answers as to what investments you should make, what should be divested and the impact financing strategy can have on your bottom line.
kell.gg/kxcorpfin

FINANCE FOR EXECUTIVES
Claim Your Seat in Financial Discussions
APRIL 22–27, 2018 // $9,900
SEPTEMBER 9–14, 2018 // $9,900
APRIL 7–12, 2019 // $10,500
NOVEMBER 10–15, 2019 // $10,500
Dramatically improve your knowledge and fluency as well as your confidence in the decisions you influence and make. This immersive program will give you hands-on experience interpreting financial reports, evaluating investments, applying valuation methods and exploring the implications of strategic decisions on cash flow and stock price.
kell.gg/kxfinexec

C ORPORATE GOVERNANCE
Effectiveness and Accountability in the Boardroom
APRIL 22–25, 2018 // $9,100
NOVEMBER 4–7, 2018 // $9,100
MARCH 10–13, 2019 // $9,900
NOVEMBER 17–20, 2019 // $9,900
This program will improve your understanding of the responsibilities of board membership and develop the skills and strategic insight needed to become a more effective director. You’ll orient yourself to the shareholders’ perspective and gain an understanding of the interests of multiple constituencies. You’ll also learn frameworks that can move the board beyond compliance to the creation of opportunities for long-term value.
kell.gg/kxcorgov

FAMILY ENTERPRISE BOARDS
A Program for Current and Prospective Directors
SEPTEMBER 23–27, 2018 // $10,200
SEPTEMBER 15–19, 2019 // $10,700
Designed for current and future directors of family-controlled organizations, this program empowers you to navigate the uniquely complex system of a family enterprise. Participants will learn to design, engage and lead family business boards to leverage the strategic advantages of their organizations.
kell.gg/kxfamboard

M ERGER WEEK
Creating Value Through Strategic Acquisitions and Alliances
APRIL 15–20, 2018 // $10,500
OCTOBER 14–19, 2018 // $10,500
APRIL 14–19, 2019 // $10,500
OCTOBER 13–18, 2019 // $10,500
Learn how to evaluate M&A from all angles — and then implement a process that leads to the greatest value generation for your organization. This program will teach you how to take a multifaceted approach to any restructuring deal, considering how finance, leadership, negotiations and strategy each contribute to your success.
kell.gg/kxmweek

G OVERNING FAMILY ENTERPRISES
MARCH 4–8, 2018 // $11,000
OCTOBER 7–11, 2018 // $11,000
MARCH 3–7, 2019 // $11,300
NOVEMBER 3–7, 2019 // $11,300
Develop new governance and leadership skills and learn to differentiate the roles and responsibilities of owners, family members, independent directors and executives. This collaborative program will equip you to define your family enterprise’s future and move toward that future with confidence.
kell.gg/kxfamgov

WOMEN’S DIRECTOR DEVELOPMENT PROGRAM
Enhance Your Effectiveness in the Boardroom
NOVEMBER 7–9, 2018 // $10,200
NOVEMBER 6–8, 2019 // $10,700
Gain the skills you need to be an effective board member as well as practical tools for landing a seat at the table. Develop a deep understanding of board responsibilities, structures and strategies and prepare yourself to reach and excel at the highest level of corporate governance.
kell.gg/kxwomen
CORPORATE INNOVATION WEEK
MAY 6–10, 2019 // $10,200
NOVEMBER 18–22, 2019 // $10,200
Develop a comprehensive framework for leading, managing and implementing innovation in a large organization. Leave empowered to create a culture of innovation and put a market-tested innovation process in place to drive results in your company.
kell.gg/kxgrowth

CREATING AND LEADING A CULTURE OF INNOVATION
Cultivate a Leading Edge Organization
APRIL 16–18, 2018 // $6,000
SEPTEMBER 10–12, 2018 // $6,000
Learn to build a core growth strategy around innovation by focusing on the requirements: the correct approach, a process and cultural change at an organizational level.
kell.gg/kxinnov

CONSTRUCTIVE COLLABORATION
Driving Performance in Teams, Organizations and Partnerships
MARCH 19–22, 2018 // $7,600
OCTOBER 22–25, 2018 // $7,600
MARCH 11–14, 2019 // $7,900
OCTOBER 21–24, 2019 // $7,900
Learn from the experts as they explain the why, what and how of collaboration — the strategic rationale, design requirements and critical insights for assessing opportunities and risks in complex environments to achieve results.
kell.gg/kxcollab

DRIVING ORGANIZATIONAL CHANGE
Achieving Business Goals Through Purposeful Change Management
APRIL 23–26, 2018 // $8,700
OCTOBER 29 – NOVEMBER 1, 2018 // $8,700
APRIL 15–18, 2019 // $8,900
OCTOBER 28–31, 2019 // $8,900
Successful leaders do not simply respond to change, they recognize that driving change is an ongoing imperative. In this innovative program you will engage in project-focused learning using real-life challenges as a testing ground for putting into practice the latest theories and tools for making your business more agile and the humans involved more resilient.
kell.gg/kxorgchange

ENERGIZING PEOPLE FOR PERFORMANCE
Develop People-Engagement Strategies
APRIL 15–18, 2018 // $6,800
OCTOBER 14–17, 2018 // $6,800
APRIL 14–17, 2019 // $7,500
NOVEMBER 10–13, 2019 // $7,500
Ideal for leaders responsible for the performance of others, you will discover how to create and deploy people-focused strategies and initiatives to maximize bottom-line results and master processes and tools for motivating your team.
kell.gg/kxpeople

HIGH PERFORMANCE NEGOTIATION SKILLS
Maximize Your Outcome with Proven Strategies
APRIL 30 – MAY 3, 2018 // $7,000
SEPTEMBER 24–27, 2018 // $7,000
MAY 13–16, 2019 // $7,300
SEPTEMBER 23–26, 2019 // $7,300
There is a science to negotiation. This is where you learn it. This program uses a proven approach to achieving concrete results. You’ll learn best practices and strategies that will give you a critical edge. Master the essentials of dealmaking within and between organizations, dispute resolution and negotiating in a global environment.
kell.gg/kxnegotiate

DELIVERING BUSINESS GROWTH
An Actionable Framework
MARCH 25–28, 2018 // $7,700
OCTOBER 21–24, 2018 // $7,700
MARCH 10–13, 2019 // $7,900
SEPTEMBER 22–25, 2019 // $7,900
Access a market-tested framework that defines and executes an agenda for profitable and sustainable growth. You will return to your organization with a greater understanding of how to implement the growth agenda and gain insights on balancing globalization with localization.
kell.gg/kxbizgrowth

DRIVING ORGANIC GROWTH THROUGH INNOVATION
Discover Innovative Solutions to Sustain Growth
SEPTEMBER 24–28, 2018 // $6,600
Whether you’re charged with a high-priority growth initiative or seeking solutions for sustainable growth in your business or company, this program will prepare you to repeatedly grow through innovation, using a proven process for market-driven growth.
kell.gg/kxgrowth

CONSTRUCTIVE COLLABORATION
Driving Performance in Teams, Organizations and Partnerships
MARCH 19–22, 2018 // $7,600
OCTOBER 22–25, 2018 // $7,600
MARCH 11–14, 2019 // $7,900
OCTOBER 21–24, 2019 // $7,900
Learn from the experts as they explain the why, what and how of collaboration — the strategic rationale, design requirements and critical insights for assessing opportunities and risks in complex environments to achieve results.
kell.gg/kxcollab

DRIVING ORGANIZATIONAL CHANGE
Achieving Business Goals Through Purposeful Change Management
APRIL 23–26, 2018 // $8,700
OCTOBER 29 – NOVEMBER 1, 2018 // $8,700
APRIL 15–18, 2019 // $8,900
OCTOBER 28–31, 2019 // $8,900
Successful leaders do not simply respond to change, they recognize that driving change is an ongoing imperative. In this innovative program you will engage in project-focused learning using real-life challenges as a testing ground for putting into practice the latest theories and tools for making your business more agile and the humans involved more resilient.
kell.gg/kxorgchange

ENERGIZING PEOPLE FOR PERFORMANCE
Develop People-Engagement Strategies
APRIL 15–18, 2018 // $6,800
OCTOBER 14–17, 2018 // $6,800
APRIL 14–17, 2019 // $7,500
NOVEMBER 10–13, 2019 // $7,500
Ideal for leaders responsible for the performance of others, you will discover how to create and deploy people-focused strategies and initiatives to maximize bottom-line results and master processes and tools for motivating your team.
kell.gg/kxpeople

HIGH PERFORMANCE NEGOTIATION SKILLS
Maximize Your Outcome with Proven Strategies
APRIL 30 – MAY 3, 2018 // $7,000
SEPTEMBER 24–27, 2018 // $7,000
MAY 13–16, 2019 // $7,300
SEPTEMBER 23–26, 2019 // $7,300
There is a science to negotiation. This is where you learn it. This program uses a proven approach to achieving concrete results. You’ll learn best practices and strategies that will give you a critical edge. Master the essentials of dealmaking within and between organizations, dispute resolution and negotiating in a global environment.
kell.gg/kxnegotiate
LEADING FAMILY ENTERPRISES
Lead Your Family Company Forward
MAY 6–10, 2018 // $10,700
MAY 5–9, 2019 // $10,700
Manage the strategic issues and personal challenges at the heart of every dynamic family enterprise. Learn how to best lead key stakeholders and discover how to innovate while still respecting the owners’ values and traditions.
kell.gg/kxfamlead

LEADING HIGH-IMPACT TEAMS
How to Build and Lead a Powerful, Successful Team
APRIL 3–6, 2018 // $7,700
SEPTEMBER 18–21, 2018 // $7,700
APRIL 2–5, 2019 // $7,900
OCTOBER 1–4, 2019 // $7,900
Explore the intricacies of internal and external team dynamics and discover how you can optimize your personal performance as a team player and a team leader. This program delivers knowledge, tools and techniques you can apply immediately to the complex team challenges you face every day.
kell.gg/kxteams

LEADING INTO THE FUTURE
Managing in a Changing World
MAY 14–18, 2018 // $9,900
OCTOBER 1–5, 2018 // $9,900
MAY 20–24, 2019 // $10,200
OCTOBER 1–4, 2019 // $10,200
Explore the innovations in marketing, talent management, operations and leadership that formulate the leading edge of today’s rapidly changing business environment. You will come away with a clear understanding of the technology and managerial tools that will enable you to tackle tomorrow’s challenges, today.
kell.gg/kxcentury

LEADING WITH BIG DATA AND ANALYTICS
From Insight to Action
APRIL 16–20, 2018 // $8,900
SEPTEMBER 17–21, 2018 // $8,900
APRIL 15–19, 2019 // $9,800
SEPTEMBER 16–20, 2019 // $9,800
This cutting-edge program provides organizational leaders with the working knowledge of data science needed in today’s competitive environment. Gain awareness to seize opportunities that data analytics presents, tools to put data to practical use, and insight to leverage analytics for increased efficiency, productivity or new business opportunities.
kell.gg/kxanalytics

NAVIGATING WORKPLACE CONFLICT
People, Problems and Solutions
DECEMBER 3–6, 2018 // $7,000
DECEMBER 2–5, 2019 // $7,300
Manage conflict in the workplace and with peers, superiors, and subordinates by understanding the fundamental structure of conflict and transforming conflict into creativity and collaboration in contexts of multifunctional teams, ethnically- and culturally-diverse teams, and organizational change.
kell.gg/kxnwc

THE CUSTOMER-FOCUSED ORGANIZATION
Leading Transformation
APRIL 30 – MAY 3, 2018 // $7,900
OCTOBER 29 – NOVEMBER 1, 2018 // $7,900
MAY 13–16, 2019 // $8,100
OCTOBER 28–31, 2019 // $8,100
Learn how leaders successfully infuse a customer-centric perspective throughout an organization with less formal authority, achieve growth through greater focus, build brands with a meaningful role in consumers’ lives, and create exceptional customer experiences to win in an increasingly global, competitive and customer-empowered economy.
kell.gg/kxfocus

THE LEADER WITHIN
Maximizing Your Authentic Leadership Impact
APRIL 29 – MAY 4, 2018 // $9,900
NOVEMBER 4–9, 2018 // $9,900
APRIL 28 – MAY 3, 2019 // $10,200
SEPTEMBER 22–27, 2019 // $10,200
In today’s demanding global environment, leaders with a deep sense of self-awareness and strong self-management practices thrive in challenging senior leadership roles. This dynamic program will take you on an intensive journey designed to elevate your leadership capabilities.
kell.gg/kxlsphere

THE STRATEGY OF LEADERSHIP
Unleashing the Power of Influence
JUNE 4–6, 2018 // $6,800
OCTOBER 29–31, 2018 // $6,800
JUNE 3–5, 2019 // $7,100
OCTOBER 28–30, 2019 // $7,100
Learn the tools and techniques leaders need to build and use a network of social capital to drive change, find innovative solutions and improve performance. Based on recent discoveries in social networks and the science of influence, this program uniquely combines cutting-edge research with compelling interactive learning, including simulations, experiential activities and case studies.
kell.gg/kxstratlead
ADVANCED MARKETING MANAGEMENT
Enhancing Digital Capabilities
APRIL 16–20, 2018 // $9,900
DECEMBER 3–7, 2018 // $9,900
JUNE 3–7, 2019 // $10,200
DECEMBER 2–6, 2019 // $10,200
The advent of digital technology has transformed the marketing industry. As a result, executives are being challenged by the C-suite to stay cutting-edge while simultaneously managing emerging talent grounded in the digital world. This program equips seasoned leaders like you with the tools to gain a deeper understanding of how to implement new platforms and effectively plan an advanced marketing strategy that integrates new and tried tactics.
kell.gg/kxadmark

BUSINESS MARKETING STRATEGY
In-Depth Review of B2B Best Practices
APRIL 8–13, 2018 // $10,800
OCTOBER 14–19, 2018 // $10,800
APRIL 28 – MAY 3, 2019 // $10,800
OCTOBER 20–25, 2019 // $10,800
Learn how to build customer value models that provide a better understanding of the value of your offerings to target customers and market segments and that help you deliver market offerings to better meet customers’ requirements and preferences.
kell.gg/kxbtob

CONSUMER MARKETING STRATEGY
The Kellogg Approach to Building Effective Marketing Plans
OCTOBER 21–26, 2018 // $9,900
SEPTEMBER 29 – OCTOBER 4, 2019 // $10,200
To compete in today’s hypercompetitive, constantly evolving markets, you must understand consumers’ goals, beliefs and behaviors – then translate your insights into an effective marketing strategy. Through discussions, case studies and collaborative exercises, you’ll develop a well-defined approach for identifying attractive targets and effectively positioning products and services for them.
kell.gg/kxmarkstrat

DISTRIBUTION CHANNEL MANAGEMENT
Optimizing the Customer Experience
MARCH 18–21, 2018 // $6,200
MARCH 17–20, 2019 // $6,800
This one-of-a-kind learning experience offers an enlightened perspective and practical approach to all the challenges and critical components of effective channel design and management. Learn how to design, develop, maintain and manage productive channel relationships for sustaining a competitive advantage.
kell.gg/kxchannel

HIGH-IMPACT SALES STRATEGY
Driving Revenue and Profit Growth
JUNE 24–27, 2018 // $7,700
JUNE 2–5, 2019 // $8,100
Developed for senior leaders, this program focuses on the sales strategy decisions that most affect organic growth in revenues and profits and that precede tactical decisions related to sales force management and operations. You’ll come away with a deep understanding of how to develop a holistic sales strategy, including segmentation, value proposition, channel mix, sales force structure and customer engagement process.
kell.gg/kxsalestrat

KELLOGG ON BRANDING
Creating, Building and Rejuvenating Your Brand
MAY 20–25, 2018 // $9,900
SEPTEMBER 30 – OCTOBER 5, 2018 // $9,900
MAY 19–24, 2019 // $10,200
SEPTEMBER 22–27, 2019 // $10,200
From the people who wrote the book on branding. Their latest thinking combined with hands-on experience will inspire and empower you to elevate your brand. This program will provide the practical knowledge and skills to immediately heighten customer loyalty, gain a competitive advantage, bolster profitability and build an enduring business.
kell.gg/kxbrand

“This was an outstanding program! It was time well spent, with a deep dive into the principles of marketing. I gained insight into redefining our marketing strategy and integrating marketing as a key partner in the company’s strategic direction.”
CEO CHINA, TMF GROUP
MAXIMIZING SALES FORCE PERFORMANCE  
Frameworks for Driving Top Line Growth  
APRIL 22–26, 2018 // $8,900  
SEPTEMBER 16–20, 2018 // $8,900  
MARCH 31 – APRIL 4, 2019 // $9,300  
SEPTEMBER 8–12, 2019 // $9,300  
Explore best practices across the core drivers of sales force effectiveness, develop practical initiatives for performance enhancement and understand how to implement and lead success-focused change. Our expert faculty will equip you to put your sales force on a fast track to high-impact performance.  
kell.gg/kxsales

STRATEGIC MARKETING COMMUNICATIONS IN THE DIGITAL AGE  
Planning, Executing and Assessing Marketing Campaigns  
MAY 14–18, 2018 // $6,800  
NOVEMBER 12–16, 2018 // $6,800  
MAY 13–17, 2019 // $7,100  
NOVEMBER 18–22, 2019 // $7,100  
To succeed in today’s digital marketplace, leaders need to think differently about their marketing communications. This program bridges the fundamentals, such as insight and positioning, with newer approaches like digital and consumer engagement. Explore a variety of platforms including broadcast, social media engagement strategies and event sponsorship, and leave with a framework for building and executing marketing communications strategically in today’s digital age.  
kell.gg/kxcomstrat

OPERATIONS STRATEGY  
Designing Operations to Maximize Value  
MAY 21–23, 2018 // $6,600  
NOVEMBER 14–16, 2018 // $6,600  
MAY 22–24, 2019 // $6,900  
NOVEMBER 20–22, 2019 // $6,900  
Optimize your operations to maximize stakeholder value. In this program you will learn how to create a best-in-class operations strategy that integrates the customer experience, boosts your financial performance and establishes a competitive advantage.  
kell.gg/kxopstrat

SUPPLY CHAIN MANAGEMENT  
Strategy and Planning for Effective Operations  
APRIL 10–13, 2018 // $6,600  
APRIL 9–12, 2019 // $6,900  
Learn effective strategies for managing logistics and operating complex networks. You’ll develop new skills for integrating your supply chain into a coordinated system and gain practical tools for increasing service levels and reducing costs.  
kell.gg/kxsupply

THE SCIENCE OF LEAN OPERATIONS  
Identify and Alleviate Bottlenecks in Your Process  
APRIL 8–10, 2018 // $4,400  
APRIL 7–9, 2019 // $4,600  
Alleviate bottlenecks. Design effective processing systems. Identify metrics to measure improvements. Based on the science of Lean Six Sigma, this program will give you the tools and frameworks for operating a world-class organization.  
kell.gg/kxleanops

COMBINED PROGRAMS. SPECIAL DISCOUNTS.  
Expand your learning opportunities and take advantage of fee discounts when you enroll in the following Executive Education program combinations as a series of consecutive sessions.  
OPERATIONS MANAGEMENT WEEK  
APRIL 8–13, 2018 // APRIL 7–12, 2019 // $10,000  
SUPPLY CHAIN MANAGEMENT and THE SCIENCE OF LEAN OPERATIONS  
This combination of programs offers you an executive-level overview of the innovative approach to operations management.
COMPETITIVE STRATEGY
Creating and Sustaining Competitive Advantage
MAY 20–24, 2018 // $9,100
NOVEMBER 4–8, 2018 // $9,100
MAY 19–23, 2019 // $9,600
OCTOBER 6–10, 2019 // $9,600
Gain the insights you need to secure and maintain your organization’s competitive strategy long-term through this interactive learning experience. With a blend of modern theory, strategic analysis and practical application, this program readies you for sustainable strategic success based on time-tested economic principles for profitability and growth.
kell.gg/kxcompete

CREATING AND MANAGING STRATEGIC ALLIANCES
Develop Stronger Alliance Capabilities
OCTOBER 1–4, 2018 // $6,800
SEPTEMBER 10–13, 2019 // $7,100
Learn how to create and manage different forms of strategic alliances, such as joint ventures, licensing agreements, buyer-supplier partnerships and consortia. You’ll also develop a better sense of the related costs and benefits, examine the specific conditions under which alliances are preferred to other growth strategies and leave with practical tools you can apply immediately.
kell.gg/kxalliance

ESSENTIALS OF MARKETING STRATEGY
Building a Foundation for Marketplace Success
JANUARY 14 – MARCH 4, 2019 // $2,250
AUGUST 12 – OCTOBER 5, 2019 // $2,250
In this 8-week program, you will learn from Kellogg’s renowned marketing faculty how to utilize customer insights, identify your target audience and position your brand to build a strategic foundation for maximizing your marketing impact.
kell.gg/kxeoms

ESSENTIALS OF MARKETING TACTICS
Bringing Your Strategic Foundation to Life
APRIL 8 – MAY 27, 2019 // $2,250
OCTOBER 21 – DECEMBER 14, 2019 // $2,250
Led by Kellogg’s renowned marketing faculty, this 8-week program will teach you how to make key tactical decisions that support your marketing strategy and lead to achieving a marketplace advantage.
kell.gg/kxeomt

NEGOTIATING IN A VIRTUAL WORLD
Mastering High Performance Skills
JANUARY 25 – MARCH 1, 2019 // $1,750
MARCH 8 – APRIL 12, 2019 // $1,750
JULY 12 – AUGUST 16, 2019 // $1,750
OCTOBER 18 – NOVEMBER 22, 2019 // $1,750
There is a science to negotiation. Kellogg teaches the proven approach in this 5-week program to give you a critical edge at the negotiation table regardless of where in the world you are negotiating.
kell.gg/kxnvw

THE PRODUCT MANAGEMENT EXPERIENCE
Understand and Develop Product Management Competencies
JANUARY 14 – MARCH 22, 2019 // $2,250
APRIL 15 – JUNE 21, 2019 // $2,250
SEPTEMBER 9 – NOVEMBER 15, 2019 // $2,250
This unique program is led by Professor Mohanbir Sawhney and is designed to develop product management knowledge and competencies through an innovative online experience. This 10-week program covers a critical range of product management topics for those looking to expand or develop their product management-oriented career.
kell.gg/kxpmx

“Leigh Thompson’s negotiation program is one of the best courses I’ve ever taken. It gave me real tools to perform negotiations more effectively and leave the negotiation table, without leaving a lot of value on the table. I would recommend this course to any executive who needs to do any type of negotiations.”

GROUP CHIEF, U.S. GOVERNMENT
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