Strategic Marketing Communications
Creating Effective Marketing Campaigns in an Evolving Media Landscape

EXECUTIVE SUMMARY

To succeed in today’s digital marketplace, leaders need the ability to think strategically about their marketing communications. This program bridges the fundamentals of strategic marketing communications, such as insight and positioning, and new approaches, such as digital and consumer engagement.

How does a marketing campaign turn an underperforming product into a top performer? How has digital changed the interface between brands and consumers? How can marketers design experiments to better assess one’s return on investment? This interactive program provides insight into these questions and more.

You’ll learn to ask the right questions — from strategic planning to the tactical execution of your marketing communications plan — and explore frameworks and examples for building and executing marketing communications strategically in today’s digital age. You’ll practice developing a creative brief and digital engagement strategy, then present your plan incorporating the frameworks and concepts you’ve learned.

KEY BENEFITS

• Reinforce the relevance of fundamental communication tools, such as insight and positioning, in today’s digital communications
• View communications more broadly than traditional broadcast messages, with discussion around the digital era and social media
• Participate in integrative learning, with an emphasis on developing a perfect mix of theory and practice with strategy and tactics

WHO SHOULD ATTEND

• Managers involved in understanding, changing and expanding the scope of marketing communications within their B2C and B2B organizations
• Mid-level and senior leaders who have strategic responsibility for communications or are preparing for such a role
• Executives from organizations in which communications play a key role in sales

NEXT STEPS

Learn more and apply
kell.gg/kxcomstrat
Consult with an Executive Development Advisor
execed@kellogg.northwestern.edu
847.467.6018

November 18–22, 2019 // $7,100
May 11–15, 2020 // $7,250
November 16–20, 2020 // $7,250

Your program fee includes accommodations, meals, course materials and access to a fitness center. Dates and program fees are subject to change.
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PROGRAM CONTENT HIGHLIGHTS

Marketing Strategy and Communications
• Create frameworks for developing strong creative briefs, marketing plans and digital strategies
• Understand the impact of insight in transforming simple observations into extraordinarily profitable campaigns

Assessing Marketing Communications
• Acquire tools to properly evaluate the success of a marketing campaign against planned objectives
• Enhance critical thinking skills by learning to ask the right questions

Understanding the Changing Landscape of Marketing Communications
• Learn how marketing is evolving and how your organization can adapt to the changes
• Engage in critical discussions around the use of new media forms and how digital has changed the game

THE FACULTY

Derek D. Rucker
Academic Director; Sandy and Morton Goldman Professor of Entrepreneurial Studies in Marketing; Professor of Marketing

Tim Calkins
Clinical Professor of Marketing

Brett Gordon
Associate Professor of Marketing

Julie Hennessy
Clinical Professor of Marketing; Associate Chair of the Marketing Department

Kevin McTigue
Adjunct Lecturer of Marketing

Loran Nordgren
Associate Professor of Management & Organizations

Tom O'Toole
Clinical Professor of Marketing; Senior Fellow

Please note: Faculty is subject to change.

“Very avant-garde thinking in an interconnected course. It pushes you to ‘burn the box.’ Strongly recommend.”

Marketing and Communications Manager, Mercedes-Benz

YOUR LEARNING ENVIRONMENT

The program is held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.

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These teachers and thought leaders approach marketing communications from both an academic and practitioner perspective, combining corporate best practices with research-backed methodology.
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**ACADEMIC DIRECTORS:** John Parker and Derek Rucker

## SAMPLE SCHEDULE

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<td><strong>MORNING SESSIONS</strong></td>
<td>Positioning Labroo</td>
<td>Evaluating the Execution</td>
<td>Designing Proper Measurement</td>
<td>NASCAR Presentations &amp;</td>
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