

ESSENTIALS OF MARKETING

Kellogg School of Management, the global leader in marketing education, is proud to expand our offerings with **Essentials of Marketing**, a comprehensive online course to advance the marketing skills of your organization. Available to corporate groups of five or more, this course marries the effectiveness, flexibility and reach of online learning technologies with regular Kellogg interaction usually available only in an on-campus program.

SELECTED FACULTY PRESENTERS



KENT GRAYSON
Associate Professor of Marketing
Bernice and Leonard Lavin
Professorship
*Expert in market segmentation
and targeting issues*



ALICE TYBOUT
Harold T. Martin Professor
of Marketing
*Expert in positioning and
decision making*



TIM CALKINS
Clinical Professor of Marketing
*Expert in branding and
brand strategy*

COURSE DETAILS

Kellogg's **Essentials of Marketing** introduces participants to critical marketing concepts and elevates their strategic thinking. This course has been developed to align with the foundational competencies organizations require to succeed in the face of today's marketing challenges.

Kellogg knows that marketing professionals must be grounded in sound marketing strategy, robust tactical practices and solid quantitative analysis. The full online course contains eleven distinct modules. Each module allows participants to master marketing problem-solving techniques and to become skilled in utilizing customer and market information to develop superior marketing recommendations.

Learning methods include:

- Engaging faculty video and selected readings
- Cohort interaction to create a learning community and to reinforce concepts
- Kellogg cases, problem sets, assignments, and assessments to test learning

KEY BENEFITS

At the completion of this course, participants will have the skills to:

- Develop a comprehensive marketing strategy
- Select optimal marketing tactics based on sound data analytics and customer insights
- Deliver persuasive recommendations using a structured and disciplined framework
- Communicate in a common marketing language

MODULES INCLUDE:

- Understanding the Role of Marketing
- Identifying Customer Insights
- Developing Marketing Goals
- Segmenting Markets
- Selecting Target Customers
- Positioning Your Brand
- Making Product Development Decisions
- Making Brand Management Decisions
- Making Pricing Decisions
- Making Distribution Decisions
- Making Marketing Communication Decisions

KELLOGG'S ESSENTIALS OF MARKETING

GUIDED LEARNING FORMAT

CONTENT DELIVERY

Kellogg's **Essentials of Marketing** includes engaging video content by twelve of Kellogg's marketing faculty, selected reading material, and instructor facilitated learning across eleven distinct modules. Forty-five minute real-time faculty sessions are held twice during the course to reinforce the online content and help frame and apply the concepts specifically to your organization's environment.

EXERCISES

Participants complete three to five interactive, challenging assignments per module to enhance learning and provide individualized practice in applying key marketing concepts. Each cohort comes together in discussion boards to share and challenge ideas and concepts, build their network and strengthen the community within your organization.

PARTICIPANT TIME INVESTMENT

This is a paced course that requires approximately 45 hours to complete.

EVALUATION AND ASSESSMENT

Kellogg instructors review exercises providing important feedback that many online programs lack. The course is graded Pass/Fail using assignments, discussions and assessments as basis for this grading.

TECHNOLOGY

Course content is delivered through the Canvas learning management system with full 24/7 technical support.

CERTIFICATE OF COMPLETION

Kellogg awards each participant a Certificate of Completion for **Essentials of Marketing**. The program also meets qualifying requirements for completion of an Executive Scholar Certification track.

COHORT SIZE

Organized in cohort groups of 25–30 participants. Available for corporate groups of five or more or as a custom offering for a single organization. Multiple cohorts can be scheduled to run concurrently.

FOR ADDITIONAL INFORMATION:

Kellogg Executive Education Custom Team
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