Strategic Marketing Communications in the Digital Age

**Past Participant Profile**

**Top Five Countries**
- United States: 43%
- Mexico: 9%
- China & Indonesia: 7%
- Germany: 7%
- Brazil: 7%

**Top Five Industries**
- Services: 27%
- Manufacturing: 16%
- Banking: 6%
- Food and Agriculture: 6%
- Wholesale Trade: 2%

**Top Five Job Functions**
- Marketing: 42%
- Education: 9%
- General Management: 6%
- Sales: 6%
- Business Development: 6%

**Management Levels**
- Middle: 34%
- Senior: 32%
- Top: 19%

Northwestern | Kellogg