

2021 Executive Programs Calendar

Live virtual sessions

In-person sessions*

KELLOGG EXECUTIVE EDUCATION
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Northwestern Kellogg
School of Management

		JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
General Management	Business for Scientists and Engineers: Develop the Business Acumen to Advance Your Life's Work						June 21-25						
	Enterprise Leadership Program - formerly known as Advanced Management Program							July 11-30					
	Executive Development Program						June 7-25			Sept 27-Oct 15			
	Strategic Capabilities for Emerging Business Leaders: Building a Foundation for Growth					May 3-14							
	Women's Senior Leadership Program - multiple sessions										Oct 13, 2021-Sept 23, 2022		
Finance & Accounting	Corporate Finance: Strategies for Creating Shareholder Value											Nov 14-19	
	Finance for Executives: Make Better Decisions With Greater Confidence		Feb 1-12		April 19-30						Oct 10-15		
	Merger Week: Creating Value Through Strategic Acquisitions and Alliances						June 7-18				Oct 24-29		
Governance	Corporate Governance: Effectiveness and Accountability in the Boardroom			March 1-12								Nov 1-4	
	Family Enterprise Boards: Navigating Unique Governance Challenges		Feb 1-19							Sept 19-23			
	Forming Family Enterprise Governance: Creating Structures and Processes to Ensure Success and Continuity			March 8-24									
	Governing Family Enterprises: New Insights and Skills for All Involved in the Family Business				April 12-30						Oct 3-7		
	Women's Director Development Program: The Journey to the Boardroom											Nov 3-5	
Growth & Innovation	Delivering Business Growth: An Actionable Framework	Jan 27-Feb 3					June 8-15						
	Leading and Sustaining a Culture of Innovation: Cultivate a Leading Edge Organization						June 7-14			Sept 13-20			
	Leveraging AI for Innovation and Organizational Performance: Harness the Power of AI for Business Growth			March 1-9							Oct 25-27		
Leadership	Constructive Collaboration: Driving Performance in Teams, Organizations and Partnerships			March 8-12							Oct 18-21		
	Driving Organizational Change: Achieving Business Goals Through Purposeful Change Management			March 29-April 8								Nov 8-11	
	Energizing People for Performance: Develop People-Engagement Strategies				April 11-20							Nov 8-10	
	High-Performance Negotiation Skills: Maximize Your Outcome With Proven Strategies					May 17-21						Nov 8-11	
	Leading for Impact Within Family Enterprise: A Personal Approach					May 3-14							
	Leading High-Impact Teams: How to Build and Lead a Powerful, Successful Team			March 15-22						Sept 20-25			
	Leading Into the Future: Capitalizing on New Concepts in a Fast-Changing World				April 19-28							Nov 1-5	
	Leading Strategic Change in Health Care										Oct 19-22		
	Leading With Advanced Analytics and Artificial Intelligence: Creating Business Value Through Data Science				April 5-27						Sept 13-17		
	Navigating Workplace Conflict: People Problems and Solutions										Sept 28-Oct 1		
	The Customer-Focused Organization: Leading Transformation, Renewal and Growth						May 24-June 4				Oct 25-28		
	The Leader Within: Maximizing Your Authentic Leadership Impact					April 14-23					Oct 10-15		
	The Single Family Office: Maximizing Performance in a Complex Environment										Oct 25-27		
	The Strategy of Leadership: Unleashing the Power of Influence						May 3-11					Nov 8-10	
	Marketing & Sales	Advanced Marketing Management: Enhancing Digital Capabilities to Drive Your Marketing Strategy						June 1-11				Oct 18-28	
Business Marketing Strategy: Driving Profitable Growth in the New B2B Environment					April 19-May 7					Sept 27-Oct 1			
Consumer Marketing Strategy: The Kellogg Approach to Building Effective Marketing Plans										Sept 19-24			
Distribution Channel Management: Optimizing the Customer Experience													
High-Impact Sales Strategy: Driving Revenue and Profit Growth						May 10-18							
Kellogg on Branding: Creating, Building and Rejuvenating Your Brand						May 10-28					Oct 3-8		
Maximizing Sales Force Performance: Implement Frameworks for Driving Top-Line Growth											Oct 3-7		
Sales Force Effectiveness: Adapting for Success in a New Environment				March 8-16									
Strategic Marketing Communications: Creating Effective Marketing Campaigns in an Evolving Media Landscape							May 10-21						Nov 8-19
Operations & Technology	Lean Operations: Managing Risk and Uncertainty				April 13-19							Nov 30-Dec 6	
	Operations Strategy: Designing Operations to Maximize Value					May 11-17						Nov 16-22	
	Supply Chain Management: Strategy and Planning for Effective Operations			March 15-19									
Strategy	Competitive Strategy: Creating and Sustaining Competitive Advantage					May 10-20					Oct 10-14		
	Creating and Managing Strategic Alliances: Develop Strong Alliance Capabilities										Oct 19-22		
Online Programs	Artificial Intelligence: Strategies for Leading Business Transformation												
	Creativity as Competitive Edge: Inspiration, Ideation and Implementation												
	Customer Loyalty: A Strategic Approach: Retaining Customers and Increasing Their Satisfaction for Organizational Growth												
	Digital Marketing Strategies: Data, Automation, AI & Analytics												
	Essentials of Marketing: Building a Foundation for Marketplace Success												
	High-Performance Marketing Communications: Strategies for Success												
	Legal Strategy for Business: Learn How the Law Can Be a Powerful Tool for Guiding Your Organization's Strategic Direction												
	Mastering Sales: A Toolkit for Success												
	Negotiating in a Virtual World: Mastering High Performance Skills												
	Operations Management: Digital Strategy: Realizing the Impact of Digital Transformation												
	Product Strategy: Discovering, Developing, Managing and Marketing Products as a Business												
	Professional Certificate in Digital Marketing: Advance Your Career in Digital Marketing												
	Strategic Change Management: Lead and Implement Change in Your Organization												
	Strategies that Build Winning Brands: Creating a Distinct Customer Advantage												

*Dates are subject to change.