

Advanced Marketing Management

**Enhancing digital capabilities
to drive your marketing strategy**

In-person

Nov. 18-22, 2024

June 23-27, 2025

Nov. 17-21, 2025

\$11,100*

As new marketing capabilities rapidly emerge and best practices evolve at an unprecedented pace, today's organizations must work innovatively, strategically, and tirelessly to stay on the leading edge. Marketing executives must continually evaluate new opportunities, identify priorities and communicate their vision and results across the organization.

In forward-looking marketing-driven companies, rising mid-career executives face the greatest challenge: leading a younger generation of digital natives while reporting to a well-informed C-suite with high expectations. This innovative Kellogg Executive Education program focuses on helping these rising mid-career executives meet this challenge.

Designed by senior members of Kellogg's renowned marketing faculty and former CMOs of leading organizations, the program builds participants' understanding of the fast-evolving marketing environment and digital capabilities. After attending this program, you will be equipped to translate high-level aspirations into tangible marketing initiatives — and lead those initiatives successfully.

“I just had a really smart and meaningful conversation with the owner of a digital marketing company. In the spirit of following up on my action plans from the course, I am working on engaging his company to build up my digital presence along the lines of what we learned. I also think he may attend your course in the very near future.”

CEO, FTS SOLUTIONS

Key benefits

- Lead marketing innovation, evolution and transformation across multiple levels of the organization
- Enhance understanding of evolving marketing challenges and opportunities for B2C and B2B firms
- Develop operational priorities together with C-level leaders
- Create and lead team-level initiatives that deliver results

Who should attend

- Rising marketing executives and marketing directors of large organizations
- Senior-level executives of smaller organizations
- Executives from marketing management, marketing strategy, brand management, marketing communications, digital marketing and sales areas
- Managers with responsibility for demand generation and revenue management

Learn more and apply: kell.gg/kxadmark

* Your in-person program fee includes accommodations, meals and course materials.
Dates and program fees are subject to change.

Program content

This program is structured around the critical challenges facing marketers today.

Changing business models and tools

- Apply AI concepts to marketing challenges
- Assemble data-driven marketing systems to improve decision-making
- Implement new revenue models and management to drive growth
- Define roles within emerging ecosystems

New approaches to customer insight

- Apply customer experience and design thinking processes to find new ways to create value
- Move from segmentation to personalization to optimize individual relationships through content
- Develop customer personas and the customer journey to understand key marketing moments
- Establish CX synergies and balance between employees, customers and stakeholders

The digital transformation

- Build on the mobile revolution to include location and frequency of customer interactions in marketing initiatives
- Apply digital marketing analytics to optimize efforts across channels and platforms
- Consider the future impact of voice assistants

Leading the integration of digital and traditional marketing

- Maintain brand positioning in an omni-channel world
- Design, form and manage alliances to establish growth plans

The faculty

The faculty members for this program are renowned teachers, researchers and globally recognized authorities who bring unparalleled knowledge and insight to the classroom.

Derek Rucker

Academic Director; Sandy & Morton Goldman Professor of Entrepreneurial Studies in Marketing; Professor of Marketing; Co-chair of Faculty Research

Nick Caffentzis

Academic Director; Senior Fellow and Adjunct Professor

Jonathan Copulsky

Lecturer of Marketing

Arpana Labroo

Professor of Marketing

Jim Lecinski

Clinical Associate Professor of Marketing

Kevin McTigue

Clinical Associate Professor of Marketing

Tom O'Toole

Associate Dean, Executive Education; Clinical Professor of Marketing

John Parker

Clinical Assistant Professor of Executive Education

Nicholas Pearce

Clinical Professor of Management & Organizations

David Schonthal

Clinical Professor of Strategy; Director of Entrepreneurship Programs at Kellogg

Joel Shapiro

Clinical Professor of Managerial Economics & Decision Sciences

Please note:

Faculty is subject to change.



Your learning experience

Whether you choose to join us in-person or in a live virtual format, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

Learn more and apply:
kell.gg/kxadmark

Consult with an Advisor:
execed@kellogg.northwestern.edu 847.467.6018