

Business Marketing Strategy

Driving profitable growth in the new B2B environment

In-person

Oct. 28 – Nov. 1, 2024

April 21–25, 2025

Oct. 27–31, 2025

\$11,500*

Guided by senior members of Kellogg's marketing faculty — experts in the unique challenges of business-to-business marketing — you'll gain exposure to their leading-edge thinking on successful business practices and explore in depth the new fundamentals of B2B marketing strategy in today's hyper-competitive environment.

Highly interactive and focused on practical application, this program teaches you how to target the right customers, understand the motivations and behaviors of your business customers, price and position your offerings, and rethink your marketing organization and processes. In a collaborative environment with a group of peers from around the world, you'll analyze your marketing strategies, share experiences and broaden your perspective.

"As a B2B business unit head, I found nearly every single topic to be useful. I can easily see the practical application of the concepts and generated many high-potential ideas for our team throughout the program. I am leaving the course feeling energized by the content, the enthusiasm and depth of knowledge of the professors, and the rich and varied experiences of my colleagues."

VICE PRESIDENT, KAPLAN, INC.

Key benefits

- Deepen your understanding of the dynamics of business markets
- Segment and target the right business customers with the right offers
- Rethink your go-to-market and pricing strategies
- Make your marketing organization more agile

Who should attend

- General managers
- Marketing, product and sales managers from medium to large business-to-business firms
- Presidents and vice presidents of marketing from smaller firms
- Other managers who help plan and implement market-oriented business strategies

Learn more and apply: kell.gg/kxbtob

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

Program content

Creating a market-oriented company

- Develop a competitive marketing strategy
- Establish segmentation, targeting and positioning strategies
- Manage segments and customers

Managing customer value

- Construct customer value propositions
- Manage market offerings
- Manage pricing

Creating and building business brands

- Understand B2B branding
- Develop creative activation strategies
- Navigate marketing communications in a digital world

Driving organic growth through business innovation

- Develop and manage new products

Transforming your organization

- Understand marketing's role in enterprise transformation
- Make marketing agile

“This was an outstanding program! It was time well spent, with a deep dive into the principles of marketing. I gained insight into redefining our marketing strategy and integrating marketing as a key partner in the company’s strategic direction.”

CEO CHINA, TMF GROUP

The faculty

Thought-provoking, insightful and focused on practical application, the faculty members for this program — teachers, authors, researchers and highly regarded consultants — epitomize the acknowledged leadership of Kellogg in marketing theory, practice and innovation.

Eric Anderson

Co-Academic Director;
Polk Bros. Chair in Retailing;
Professor of Marketing; Director
Kellogg-McCormick MBAi

Jonathan Copulsky

Co-Academic Director;
Lecturer of Marketing

Nick Caffentzis

Senior Fellow and Adjunct
Professor of Marketing

Jennifer Cutler

Associate Professor
of Marketing

Brett Gordon

Professor of Marketing

Kent Grayson

Associate Professor of
Marketing; Bernice and
Leonard Lavin Professorship

Derek Rucker

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

*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/kxbtob

Consult with an Advisor:
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