

# Strategic Marketing Communications

## Creating Effective Marketing Campaigns in an Evolving Media Landscape

LIVE VIRTUAL

Nov. 6-17, 2023

\$6,850\*

To succeed in today's evolving marketplace, leaders need the ability to think strategically about their marketing communications. This program bridges the fundamentals of strategic marketing communications, such as insight and positioning, with new approaches across the communications spectrum.

How does a marketing campaign turn an underperforming product into a top performer? How has the rise in marketing channels changed the interface between brands and consumers? How can marketers leverage experiments to better understand advertising effectiveness? This interactive program provides insight into these questions and more.

You'll learn to ask the right questions — from strategic planning to the tactical execution of your marketing communications plan — and explore frameworks and examples for building and executing marketing communications. You'll develop a communications strategy (creative brief) for a professional or personal marketing communication challenge of your choosing and have access to feedback on your brief from peers and faculty.

**“This program provided concise, clear and incredibly practical frameworks for approaching the entire brand communication process, from strategy to planning to execution. The frameworks provided will help me to not only focus on the important aspects of running a brand, but will help me excel in those areas as well.”**

BRAND MANAGER, JOHNSONVILLE SAUSAGE

### Key Benefits

- Evaluate communications strategy and execution, making an immediate impact and improving marketing outcomes
- Reinforce the relevance of fundamental communication tools, such as insight and positioning, in today's evolving media landscape
- View communications more broadly than traditional broadcast messages, with discussion around the digital era and social media
- Participate in integrative learning, with an emphasis on developing a perfect mix of theory and practice with strategy and tactics

### Who Should Attend

- Senior marketing leaders who want to develop a more strategic approach while increasing the success rate of their organization's communications
- Marketers with strategic responsibility for communications in a B2C or B2B environment
- Emerging or mid-level managers preparing for a role that requires guiding strategic communications development

Learn more and apply: [kell.gg/kxcomstrat](https://kell.gg/kxcomstrat)

\* Dates and program fees are subject to change.

## Program Content

### Marketing Strategy and Communications

- Learn frameworks for developing strong creative briefs, marketing plans, and making an impact in practice
- Understand the use of strategy in creating messages that move the needle and produce profitable campaigns

### Assessing Marketing Communications

- Acquire tools to properly evaluate the success of a marketing campaign against planned objectives including a strategic approach and early stage creative output
- Enhance critical thinking skills by learning to ask the right questions

### Understanding the Changing Landscape of Marketing Communications

- Learn how marketing is evolving and how your organization can adapt to the changes
- Engage in critical discussion around the use of new media channels

**“Provides important insights into key principles in marketing communications in a digestible and condensed format. Participants engage with an easy to apply toolkit making this course very relevant for marketers in search of structure and proven techniques.”**

MARKETING DIRECTOR, ABBOTT LABORATORIES

## The Faculty

These teachers and thought leaders approach marketing communications from both an academic and practitioner perspective, combining corporate best practices with research-backed methodology.

### Derek D. Rucker

Academic Director; Sandy and Morton Goldman Professor of Entrepreneurial Studies in Marketing; Professor of Marketing

### Tim Calkins

Clinical Professor of Marketing

### Brett Gordon

Associate Professor of Marketing

### Aparna Labroo

Professor of Marketing

### Kevin McTigue

Clinical Associate Professor of Marketing

### Loran Nordgren

Associate Professor of Management & Organizations

### Tom O'Toole

Associate Dean, Executive Education; Clinical Professor of Marketing

*Please note: Faculty is subject to change.*

### Kellogg Executive Education

#### Live Virtual Program features:

- Live Online Learning — Delivered in our live virtual classroom, with a limited number of participants to ensure maximum engagement
- Top Kellogg Faculty — Kellogg's renowned thought leaders will share their knowledge and facilitate thoughtful discussion in real time throughout the program
- Peer-to-Peer Connections — Many opportunities to interact with your global peers through both formal and informal activities
- A Rich, Interactive Experience — A high-quality, transformative learning experience with timely, actionable content and seamless interactivity
- Credit towards a Kellogg Executive Scholar Certificate — All our live virtual programs count towards completion of your certificate



Learn more and apply:  
**[kell.gg/kxcomstrat](https://kell.gg/kxcomstrat)**

Consult with an Advisor:  
**[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu) 847.467.6018**