

Consumer Marketing Strategy

The Kellogg Approach to Building Effective Marketing Plans

Sept. 19–24, 2021

\$10,550*

To break through the noise and have an impact, B2C marketers must build a focused strategy to guide how they respond to changes in the marketplace that shape consumers' decision journeys and their customer experiences. In this program, Kellogg's world-renowned marketing faculty presents a strategic framework and a set of tools that equip you to build effective marketing plans that leverage the wealth of data, the breadth of media and the complexity of shopping venues that characterize today's marketplace.

In this highly interactive program, you will learn from Kellogg's renowned marketing faculty and connect with peers facing the same challenges you are. These experts on consumer marketing strategy will provide you with the frameworks and tools for building effective marketing plans. You'll return with an understanding of how to leverage available data, utilize the breadth of media opportunities and navigate the growing complexity of the digital shopping world.

"This course far exceeded my expectations. I found it to be filled with concepts and cases that can be immediately applied to my current job. The diversity of the attendees was far beyond what I expected. This made the class much more valuable to me as I was able to hear from a wide variety of people with extremely different experiences and points of view. The faculty was second to none! Thanks for providing such a valuable course!"

SENIOR MARKETING MANAGER, BAXALTA

Key Benefits

- Determine how your firm creates value
- Identify the most attractive targets for your firm's offerings
- Gain deep insight into customers' goals and decision-making
- Develop compelling brand positioning
- Employ social networks, social media and traditional media to attract and engage customers
- Set price to capture value created
- Design and manage distribution channels to optimize value delivered to customers

Who Should Attend

- Managers in marketing-related roles seeking new concepts and tools to increase the effectiveness of their B2C marketing strategy
- Individuals who have recently assumed new marketing responsibilities and are seeking best practices for connecting with consumers
- Managers throughout an organization who want to develop a marketing mindset in order to more effectively partner with or manage other marketing professionals

Learn more and apply: kell.gg/kxmarkstrat

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

Program Content

Developing a Consumer Marketing Strategy

- Define the marketer's goal
- Analyze competitive strategies

Designing a Marketing Strategy — Segmentation, Targeting and Positioning

- Employ a usage-based segmentation methodology
- Target the most attractive segments
- Build and sustain brand equity through compelling positioning strategy

Developing and Evaluating Advertising and Promotion Strategies

- Use consumer psychology to make deep connections with customers' needs
- Understand how information diffuses via digital/social media
- Develop a communications strategy that effectively integrates digital/social media and traditional media

Creating and Capturing Value Through Pricing and Distribution Decisions

- Establish a pricing strategy that captures the value created
- Choose the optimal combination of channels for going to market
- Manage conflict with channel partners

The Faculty

The faculty members for this program have defined the field of consumer marketing strategy. Teachers, researchers and globally recognized authorities, they bring unparalleled knowledge and insight.

Alice Tybout

Academic Director; Harold T. Martin Professor of Marketing

Kevin McTigue

Academic Director; Clinical Associate Professor of Marketing

Anne Coughlan

Polk Bros. Chair in Retailing; Professor of Marketing

Gina Fong

Adjunct Lecturer of Marketing

Kent Grayson

Associate Professor of Marketing; Bernice and Leonard Lavin Professorship

*Please note:
Faculty is subject to change.*



Your Learning and Living Experience

Our in-person programs are held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.

** When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.*

Learn more and apply:
kell.gg/kxmarkstrat

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

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ACADEMIC DIRECTOR: Alice Tybout

SAMPLE SCHEDULE - IN PERSON

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
MORNING SESSIONS		Opportunity Analysis Tybout	Selecting Customers McTigue	Pricing Strategy Coughlan	Advertising Strategy McTigue	Case Discussion Coughlan
			Positioning Strategy McTigue			Guest Speaker
LUNCH						
AFTERNOON SESSIONS		Customer Insight Fong	Building and Sustaining Brand Equity Tybout	Marketing Leadership Risks & Challenges in Networks Uzzi	Channel Strategy: Retail Service Output Audit Exercise Coughlan	
				Social Media Networks & Controlled Viral Processes Uzzi	Channel Strategy: Identifying & Managing Channel Conflict Coughlan	
	Program Welcome & Introduction Program Faculty	Psychological Insights into the Customer Experience Journey Lee	Study Groups Coughlan	Study Groups Coughlan	Study Groups Coughlan	
DINNER						
EVENING SESSION	Free Evening	Free Evening	Free Evening	Free Evening	Free Evening	

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