

Essentials of Marketing

Building a Foundation for Marketplace Success

\$2,750*

Kellogg knows that successful marketing professionals must be competent in sound marketing strategy, robust tactical practices and solid quantitative analysis. Our *Essentials of Marketing* online program has been designed to align with the competencies needed for success. This program introduces participants to critical marketing concepts, elevates their strategic thinking, allows learners to master problem-solving techniques, and become skilled in the use of customer and market information in developing superior marketing recommendations.

First, you will focus on creating a solid marketing strategy (Modules 1-6) which is fundamental for achieving a sustainable advantage in today's highly competitive business environment. You will learn to build a foundation for marketplace success utilizing customer insights, identify your target audience and effectively position your brand to create a strategic foundation for achieving your business goals.

Now that your marketing strategy is in place, you're then ready to explore the frameworks and tools that will bring that strategy to life (Modules 7-12). Kellogg's renowned faculty will teach you how to make key tactical decisions in support of your marketing strategy and help you become better skilled in product development, brand management, marketing communications, and digital marketing.

Key Benefits

At the completion of this program, participants will have the skills to:

- Develop a comprehensive marketing strategy
- Select optimal marketing tactics based on sound data analytics and customer insights
- Deliver persuasive recommendations using a structured and disciplined framework
- Communicate in a common marketing language

Who Should Attend

- Managers in marketing-related roles with 2-8 years of experience who are looking to enhance their marketing skills
- Emerging leaders who are in a marketing role as part of an organizational rotation assignment
- Ideal for teams within an organization who want to communicate in a common marketing language

Learn more and apply: kell.gg/kxeom

*Dates and program fees are subject to change.

Program Content

Module 1: Understanding the Role of Marketing

- Discover what is critical to marketing success
- Learn why beginning with tactics often fails
- Explore the 3 C's and understand their importance in achieving your marketing goals
- Understand why the customer is the foundation for all marketing decisions

Module 2: Identifying Customer Insights

- Pinpoint what a customer insight is, how to access it, and why it's important
- Understand how to develop customer empathy and identify mindsets
- Use a consumer index to determine which customers are more or less likely to purchase

Module 3: Developing Marketing Goals

- Define the elements of a comprehensive marketing goal
- Learn to utilize consumer behavioral goals to grow revenue
- Perform a breakeven analysis

Module 4: Segmenting Markets

- Discover how segmentation helps align organizational strengths with customers' needs
- Identify characteristics that may be used to classify consumers
- Determine consumers' needs within each segment

- Understand how matching offerings to a segment differs between and among competitors
- Explore the elements of an effective segmentation study

Module 5: Selecting Target Customers

- Understand why targeting is important
- Learn how the concepts of measurability, actionability, and substantiability apply to target selection
- Explore how big data can improve Customer Lifetime Value

Module 6: Positioning Your Brand

- Understand what constitutes brand positioning and the fundamentals of a strong brand positioning statement
- Identify a frame of reference and point of difference in the marketplace
- Analyze a brand position by applying the value equation
- Discover why and how a brand position may be refined over time

Module 7: Making Product Development Decisions

- Identify the best path that leads to business growth for your organization through volume growth, new product expansion in existing markets, expansion into new markets, or new-to-the-world product and services development
- Learn the basic methods and pitfalls of forecasting market penetration for existing and new products

Module 8: Making Brand Management Decisions

- Understand the role of brands and the benefits they bring to an organization
- Explore the concept of brand design and its relationship to the customer journey
- Learn the advantages and risks associated with extending a brand
- Define and calculate the impact of cannibalization

Module 9: Making Pricing Decisions

- Understand the concept of Willingness to Pay and its importance in determining pricing strategy
- Explore the WTP demand curve and its representation of customers
- Learn how positioning affects WTP and pricing strategy
- Analyze opportunities for segmented pricing

Module 10: Making Distribution Decisions

- Utilize market segmentation analysis for distribution channel design
- Learn how to use channel benefits and channel segmentation analysis to evaluate a major market decision
- Determine the value and functions of intermediaries and the role of incentives in channel design

Module 11: Making Marketing Communications Decisions

- Utilize the creative brief as the foundation of your creative strategy
- Understand the concept, value and issues associated with sustaining your position through laddering
- Learn to apply the ADPLAN framework to evaluate advertising
- Discover how to choose appropriate media forms for promoting your product or service
- Gain insight into creating and managing successful client-agency relationships

Module 12: Making Digital Marketing Decisions

- Explore the modern digital marketing eco-system
- Gain insight into how marketing platforms mature and how each stage of maturation presents benefits and risks to marketers
- Learn to leverage customer journey mapping as a tool for customer touchpoint identification and prioritization
- Discuss the term "experience," describe why it matters, and use it to create differentiating value for your customers

The Faculty

Kent Grayson

Associate Professor of Marketing; Bernice and Leonard Lavin Professorship

Julie Hennessy

Clinical Professor of Marketing; Associate Chair of the Marketing Department

Aparna Labroo

Professor of Marketing

Eric Anderson

Hartmarx Professor of Marketing; Director of the Center for Global Marketing Practice

Tim Calkins

Clinical Professor of Marketing

Alexander Chernev

Professor of Marketing

Anne Coughlan

Polk Bros. Chair in Retailing; Professor of Marketing

Lakshman

Krishnamurthi

A. Montgomery Ward Professor of Marketing

Eric Leininger

Clinical Professor of Executive Education

Mary O'Brien Pearlman

Clinical Associate Professor of Marketing

Alice Tybout

Harold T. Martin Professor of Marketing

Florian Zettelmeyer

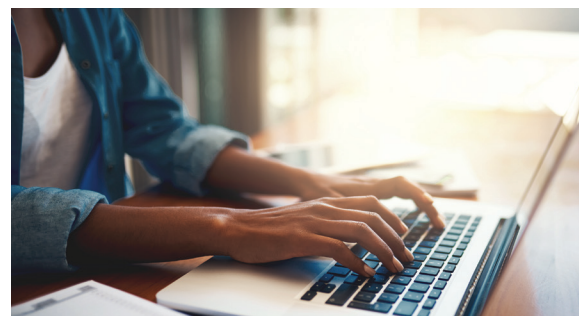
Nancy L. Ertle Professor of Marketing; Faculty Director, Program on Data Analytics at Kellogg; Chair of Marketing Department

Sue Ellen Bohac

Co-President, SMI-Alcott

Please note:

Faculty is subject to change.



The Kellogg Experience — Online

Developed for professionals in the early to mid-stages of their careers, our online programs help you build and enhance critical foundational skills that set the stage for your professional success. We have taken special care to ensure that the collaborative, interactive experience you expect from Kellogg carries through to our online programs. Explore our current program offerings and experience this highly flexible and convenient program format.

Learn more and apply:
kell.gg/kxeom

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