

2020 Executive Programs Calendar

KELLOGG EXECUTIVE EDUCATION

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		JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	
General Management	Enterprise Leadership Program – formerly known as Advanced Management Program										Oct 18–Nov 6			
	Business for Scientists and Engineers: Develop the Business Acumen to Advance Your Life's Work						June 22–26							
	Executive Development Program						June 8–26				Oct 5–23			
	Women's Senior Leadership Program – multiple sessions										Oct 14, 2020–Oct 1, 2021			
Finance & Accounting	Corporate Finance: Strategies for Creating Shareholder Value											Nov 15–20		
	Finance for Executives: Make Better Decisions With Greater Confidence										Oct 11–16			
	Merger Week: Creating Value Through Strategic Acquisitions and Alliances										Oct 25–30			
Governance	Corporate Governance: Effectiveness and Accountability in the Boardroom											Nov 2–5		
	Family Enterprise Boards: Navigating Unique Governance Challenges									Sept 20–24				
	Forming Family Enterprise Governance: Creating Structures and Processes to Ensure Success and Continuity					Feb 16–18, 2021 Miami								
	Governing Family Enterprises: New Insights and Skills for All Involved in the Family Business			March 8–12							Oct 4–8			
Growth & Innovation	Delivering Business Growth: An Actionable Framework			March 1–4						Sept 20–23				
	Leading and Sustaining a Culture of Innovation: Cultivate a Leading Edge Organization									Sept 28–Oct 1				
	Leveraging AI for Innovation and Organizational Performance: Harness the Power of AI for Business Growth			March 2–4						Sept 28–30				
Leadership	Constructive Collaboration: Driving Performance in Teams, Organizations and Partnerships			March 9–12							Oct 19–22			
	Driving Organizational Change: Achieving Business Goals Through Purposeful Change Management										Oct 26–29			
	Energizing People for Performance: Develop People-Engagement Strategies											Nov 8–11		
	High Performance Negotiation Skills: Maximize Your Outcome With Proven Strategies											Nov 9–12		
	Leading for Impact Within Family Enterprise: A Personal Approach					May 2–6, 2021								
	Leading High-Impact Teams: How to Build and Lead a Powerful, Successful Team									Sept 22–25				
	Leading Into the Future: Capitalizing on New Concepts in a Fast-Changing World											Nov 2–6		
	Leading With Advanced Analytics and Artificial Intelligence: Creating Business Value Through Data Science										Sept 14–18			
	Navigating Workplace Conflict: People Problems and Solutions													Dec 1–4
	The Customer-Focused Organization: Leading Transformation, Renewal and Growth											Oct 26–29		
	The Leader Within: Maximizing Your Authentic Leadership Impact						May 17–22				Sept 13–18			
Marketing & Sales	The Strategy of Leadership: Unleashing the Power of Influence											Nov 9–11		
	Advanced Marketing Management: Enhancing Digital Capabilities to Drive Your Marketing Strategy						June 1–5					Nov 30–Dec 4		
	Business Marketing Strategy: Driving Profitable Growth in the New B2B Environment									Sept 28–Oct 2				
	Consumer Marketing Strategy: The Kellogg Approach to Building Effective Marketing Plans									Sept 20–25				
	Distribution Channel Management: Optimizing the Customer Experience			March 1–4										
	High-Impact Sales Strategy: Driving Revenue and Profit Growth			March 2–5										
	Kellogg on Branding: Creating, Building and Rejuvenating Your Brand										Oct 4–9			
	Maximizing Sales Force Performance: Implement Frameworks for Driving Top-Line Growth						May 31–June 4				Oct 4–8			
Operations & Technology	Strategic Marketing Communications: Creating Effective Marketing Campaigns in an Evolving Media Landscape											Nov 16–20		
	Operations Strategy: Designing Operations to Maximize Value												Dec 2–4	
	Supply Chain Management: Strategy and Planning for Effective Operations				April 11–14, 2021									
Strategy	The Science of Lean Operations: Identify and Alleviate Bottlenecks in Your Process				April 14–16, 2021									
	Competitive Strategy: Creating and Sustaining Competitive Advantage					May 17–21					Oct 11–15			
Online Programs	Creating and Managing Strategic Alliances: Develop Strong Alliance Capabilities											Nov 10–13		
	Artificial Intelligence: Strategies for Leading Business Transformation												Please check our website for session dates.	
	Digital Marketing Strategies: Data, Automation, AI & Analytics												Please check our website for session dates.	
	Digital Operations Management: Realizing the Impact of Digital Transformation												Please check our website for session dates.	
	Essentials of Marketing: Building a Foundation for Marketplace Success												Please check our website for session dates.	
	Mastering Sales: A Toolkit for Success												Please check our website for session dates.	
	Negotiating in a Virtual World: Mastering High Performance Skills												Please check our website for session dates.	
	Product Strategy: Discovering, Developing, Managing and Marketing Products as a Business												Please check our website for session dates.	
	Professional Certificate in Digital Marketing: Advance Your Career in Digital Marketing												Please check our website for session dates.	
Strategic Change Management: Lead and Implement Change in Your Organization												Please check our website for session dates.		