### 2020 Executive Programs Calendar

**KELLOGG EXECUTIVE EDUCATION**

**KELL.GG/KXBEXED**

**Northwestern University**

#### General Management
- **Enterprise Leadership Program** – formerly known as Advanced Management Program
- **Business for Scientists and Engineers: Develop the Business Acumen to Advance Your Life's Work**
- **Executive Development Program**
- **Women's Senior Leadership Program – multiple sessions**

#### Finance & Accounting
- **Corporate Finance: Strategies for Creating Shareholder Value**
- **Finance for Executives: Make Better Decisions With Greater Confidence**
- **Mergers Week: Creating Value Through Strategic Acquisitions and Alliances**
- **Corporate Governance: Effectiveness and Accountability in the Boardroom**
- **Family Enterprise Boards: Navigating Unique Governance Challenges**
- **Forming Family Enterprise Governance: Creating Structures and Processes to Ensure Success and Continuity**

#### Governance
- **Governance – formerly known as Corporate Governance Program**
- **Corporate Governance: Effectiveness and Accountability in the Boardroom**
- **Family Enterprise Boards: Navigating Unique Governance Challenges**
- **Governing Family Enterprises: New Insights and Skills for All Involved in the Family Business**
- **Women's Director Development Program: The Journey to the Boardroom**

#### Growth & Innovation
- **Delivering Business Growth: An Actionable Framework**
- **Leading and Sustaining a Culture of Innovation: Cultivate a Leading Edge Organization**
- **Leveraging AI for Innovation and Organizational Performance: Harness the Power of AI for Business Growth**
- **Constructive Collaboration: Driving Performance in Teams, Organizations and Partnerships**
- **Driving Organizational Change: Achieving Business Goals Through Purposeful Change Management**
- **Energizing People for Performance: Develop People-Engagement Strategies**
- **High Performance Negotiation Skills: Maximize Your Outcome With Proven Strategies**
- **Leading for Impact Within Family Enterprise: A Personal Approach**
- **Leading High-Impact Teams: How to Build and Lead a Powerful, Successful Team**
- **Leading Into the Future: Capitalizing on New Concepts in a Fast-Changing World**
- **The Customer-Focused Organization: Leading Transformation, Renewal and Growth**
- **The Leader Within: Maximizing Your Authentic Leadership Impact**
- **The Strategy of Leadership: Unleashing the Power of Influence**

#### Leadership
- **Advanced Marketing Management: Enhancing Digital Capabilities to Drive Your Marketing Strategy**
- **Consumer Marketing Strategy: The Kellogg Approach to Building Effective Marketing Plans**
- **Distribution Channel Management: Optimizing the Customer Experience**
- **High-Impact Sales Strategy: Driving Revenue and Profit Growth**
- **Kellogg on Branding: Creating, Building and Rejuvenating Your Brand**
- **Maximizing Sales Force Performance: Implement Frameworks for Driving Top-Line Growth**
- **Strategic Marketing Communications: Creating Effective Marketing Campaigns in an Evolving Media Landscape**

#### Marketing & Sales
- **Operations Strategy: Designing Operations to Maximize Value**
- **Supply Chain Management: Strategy and Planning for Effective Operations**
- **The Science of Lean Operations: Identify and Alleviate Bottlenecks in Your Process**
- **Creating and Managing Strategic Alliances: Develop Strong Alliance Capabilities**

#### Operations & Technology
- **Artificial Intelligence: Strategies for Leading Business Transformation**
- **Digital Marketing Strategies: Data, Automation, AI & Analytics**
- **Digital Operations Management: Realizing the Impact of Digital Transformation**
- **Essentials of Marketing: Building a Foundation for Marketplace Success**
- **Mastering Sales: A Toolkit for Success**
- **Negotiating in a Virtual World: Mastering High Performance Skills**
- **Product Strategy: Discovering, Developing, Managing and Marketing Products as a Business**
- **Professional Certificate in Digital Marketing: Advance Your Career in Digital Marketing**
- **Strategic Change Management: Lead and Implement Change in Your Organization**

#### Online Programs

Dates are subject to change.