

Kellogg on Branding

Creating, Building and Rejuvenating Your Brand

ACADEMIC DIRECTORS: Tim Calkins and Alice Tybout

TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

WEEK 1	DAY 1: Monday		DAY 2: Wednesday		DAY 3: Friday
8:00am - 8:15am CT	Program Overview, Introductions and Logistics Calkins, Tybout		Program Update Calkins		Program Update Calkins
8:15am - 9:30am CT			Positioning Tybout	Managing Brand Touchpoints McTigue	
9:45am - 11:00am CT		Power of Branding, Customer Advantage Calkins			
11:15am - 12:30pm CT	Markstrat Introduction Hennessy, Calkins		Simulation Questions and D1		Markstrat Results and D2
WEEK 2	DAY 4: Monday		DAY 5: Wednesday		DAY 6: Friday
8:00am - 8:15am CT	Program Update Calkins		Program Update Calkins		Program Update Calkins
8:15am - 9:30am CT	Strategic Brand Targeting Hennessy		Digital Storytelling Sawhney		Building Global Brands with Soul Khosla
9:45am - 11:00am CT	Brand Portfolio Strategy Calkins			Brands, Culture and Strategy Carpenter	
11:15am - 12:30pm CT	Markstrat Results and D3		Markstrat Results and D4		Markstrat Results and D5
WEEK 3	DAY 7: Monday		DAY 8: Wednesday		DAY 9: Friday
8:00am - 8:15am CT	Program Update Calkins		Program Update Calkins		Program Update Calkins
8:15am - 9:30am CT	Capturing the Power of AI Lecinski		Brand Measurement and Evaluation Hennessy		Steinway Case Calkins
9:45am - 11:00am CT	Building Connections Between Brand & Self Roese			Markstrat Debrief Calkins, Hennessy	
11:15am - 12:30pm CT	Markstrat Results and D6		Markstrat Final Results		Course Summary Calkins

Learn more and apply:

kell.gg/kxbrand

Consult with an Advisor:

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