# Business Marketing Strategy
Driving Profitable Growth in the New B2B Environment

**ACADEMIC DIRECTOR:** Eric Anderson

## 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.

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>DAY 1: Monday</th>
<th>DAY 2: Tuesday</th>
<th>DAY 3: Wednesday</th>
<th>DAY 4: Thursday</th>
<th>DAY 5: Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:45am - 10:45am CT</td>
<td>Your B2B Marketing Journey: Research Insights and CMO Archetypes Copulsky</td>
<td>Competitive Marketing Strategy Carpenter</td>
<td></td>
<td>Segmentation, Targeting, Positioning Grayson</td>
<td>Wrap-up: Key Takeaways, Questions, Next Steps Copulsky</td>
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<tr>
<td>11:00am - 12:00pm CT</td>
<td>The CMO's Role in Enterprise Transformation Brink</td>
<td></td>
<td>Segmentation, Targeting, Positioning – Marketopia Grayson</td>
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</tbody>
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**Post-Session Questions/Issues**

<table>
<thead>
<tr>
<th>WEEK 2</th>
<th>DAY 6: Monday</th>
<th>DAY 7: Tuesday</th>
<th>DAY 8: Wednesday</th>
<th>DAY 9: Thursday</th>
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</thead>
<tbody>
<tr>
<td>9:45am - 10:45am CT</td>
<td>Value-Based Pricing in Business Markets Anderson</td>
<td>Strategic and Empirical Test of Communications Rucker</td>
<td>Case Preparation/Discussion: Cree Inc.: Lighting the Way in Industrial Markets Anderson</td>
<td>Making Marketing Agile Copulsky</td>
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<tr>
<td>11:00am - 12:00pm CT</td>
<td></td>
<td>Concept Application Rucker</td>
<td></td>
<td>Program Wrap-up and Close Copulsky</td>
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**Post-Session Questions/Issues**

Learn more and apply: [kell.gg/kxbtob](kell.gg/kxbtob)

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

847.467.6018

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