

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.

WEEK 1	DAY 1: Monday	DAY 2: Tuesday	DAY 3: Wednesday	DAY 4: Thursday	DAY 5: Friday
8:30am - 9:30am CT	Program Welcome and Introductions Copulsky	Competitive Marketing Strategy Baxter (A): Changing Customer Environment Carpenter	Being Digital: The B2B Edition Cutler, Wollen	Segmentation, Targeting, Positioning Grayson	Value Pricing Gordon
9:45am - 10:45am CT	Your B2B Marketing Journey: Research Insights and CMO Archetypes Copulsky	Competitive Marketing Strategy Carpenter			Segmentation, Targeting, Positioning - <i>Marketopia</i> Grayson
11:00am - 12:00pm CT	The CMO's Role in Enterprise Transformation Brink				
Post-Session	Questions/Issues	Questions/Issues	Questions/Issues	Questions/Issues	Questions/Issues
WEEK BREAK					
WEEK 2	DAY 6: Monday	DAY 7: Tuesday	DAY 8: Wednesday	DAY 9: Thursday	
8:30am - 9:30am CT	Welcome Back Value-Based Pricing in Business Markets Anderson	The Creative Brief: Relevance to B2B in the Digital Age Rucker	Going to Market Anderson	Making Marketing Agile Copulsky	Focusing on B2B Customer Success Caffentzis
9:45am - 10:45am CT	Value-Based Pricing in Business Markets Anderson	Strategic and Empirical Test of Communications Rucker	Case Preparation/ Discussion: Cree Inc.: Lighting the Way in Industrial Markets Anderson		Program Wrap-up and Close Copulsky
11:00am - 12:00pm CT		Concept Application Rucker			
Post-Session	Questions/Issues	Questions/Issues	Questions/Issues	Questions/Issues	

Learn more and apply:
kell.gg/kxbtob

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