

Strategic Marketing Communications

Creating Effective Marketing Campaigns in an Evolving Media Landscape

ACADEMIC DIRECTORS: Derek Rucker

SAMPLE SCHEDULE - IN PERSON

| | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 |
|---------------------------|---|--|---|---|---|
| MORNING SESSIONS | | Building & Communicating Strong Positioning Labroo | Prioritization for Impact in a Changing Digital Landscape McTigue | Basics of Measurement McTigue | Project Presentations & Debrief McTigue |
| | | Behavioral Design Nordgren | | Designing Proper Measurement Lecinski | |
| LUNCH | | | | | |
| AFTERNOON SESSIONS | | The Role of Customer Insight Rucker | Evaluating the Execution Rucker | Customer Loyalty O'Toole | |
| | Introductions & Project Deliverables Rucker/McTigue | Developing the Project Objective Rucker | Developing Your Briefs McTigue | Creating Powerful Marketing Plans Calkins | |
| DINNER | | | | | |
| EVENING SESSION | The Essentiality of the Creative Brief Rucker | Free Evening | Social Night | Final Brief Review McTigue/Rucker | |

Learn more and apply:
kell.gg/kxcomstrat

Consult with an Advisor:
execed@kellogg.northwestern.edu
 847.467.6018

Northwestern University reserves the right to change without notice any statement in this publication concerning, but not limited to, rules, policies, tuition, fees, curricula and courses. This includes the right to cancel a program at any time for any reason. In case of a cancellation, the university is not responsible for any travel or other related expenses accrued by the program registrant.