

Strategic Marketing Communications

Creating Effective Marketing Campaigns in an Evolving Media Landscape

ACADEMIC DIRECTOR: Derek D. Rucker

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
8:15–8:30am CT	Coffee Chat (optional)	Coffee Chat (optional)	Coffee Chat (optional)	Coffee Chat (optional)	Coffee Chat (optional)
8:30am – 9:30am CT	Introductions and Project Deliverable Rucker/McTigue	Building and Communicating Strong Positioning Labroo	Behavioral Design Nordgren	Prioritization for Impact in a Changing Digital Landscape McTigue	The Role of Consumer Insight Rucker
9:45am – 10:45am CT	The Essentiality of the Creative Brief Rucker				Developing the Project Objective McTigue/Rucker
11:00am – 12:00pm CT					
Post-Session	12:15pm CT Virtual Lunch (optional)	12:15pm CT Team Office Hours (optional)	5:00pm CT Virtual Happy Hour (optional)		Submission of Objective (required)
WEEK 2	DAY 6: Monday	DAY 7: Tuesday	DAY 8: Wednesday	DAY 9: Thursday	DAY 10: Friday
8:15–8:30am CT	Coffee Chat (optional)	Coffee Chat (optional)	Coffee Chat (optional)	Coffee Chat (optional)	Coffee Chat (optional)
8:30am – 9:30am CT	Designing Proper Measurement Gordon	Creating Powerful Marketing Plans Calkins	Customer Loyalty O’Toole	Evaluating the Execution Rucker	Project Presentation and Discussion McTigue
9:45am – 10:45am CT			Developing Your Briefs McTigue/Rucker		Final Brief Review McTigue/Rucker
11:00am – 12:00pm CT					
Post-Session	Work on Creative Brief Deliverable	Submission of Creative Brief (required)	12:15pm CT Virtual Lunch (optional)	5:00pm CT Virtual Happy Hour (optional)	

Learn more and apply:
kell.gg/kxcomstrat

Consult with an Advisor:
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