

# Consumer Marketing Strategy

## The Kellogg Approach to Building Effective Marketing Plans

**ACADEMIC DIRECTORS:** Alice Tybout and Kevin McTigue

### 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	
Morning	8:30am - 9:30am CT <b>Welcome and Program Orientation</b>	8:30am - 8:35am CT <b>Opening Engagement</b>	8:30am - 8:35am CT <b>Opening Engagement</b>	8:30am - 8:35am CT <b>Opening Engagement</b>	
	9:30am - 12:30pm CT <b>Opportunity Analysis</b> Grayson	8:35am - 11:45am CT <b>Consumer Insight</b> Fong	8:35am - 11:45am CT <b>Selecting Customers</b> McTigue	8:35am - 11:45am CT <b>Building and Sustaining Brand Equity</b> Tybout	
End of Day Engagement/Deliverables	12:45pm - 1:15pm CT <b>Reflection and Consumer Insight Preparation Exercise Introduction</b>	12:00pm - 12:30pm CT <b>Reflection and Introduction of the Integrative Case (NDC Case) Activity</b>	12:00pm - 1:00pm CT <b>Reflection and Positioning Exercise</b>	12:00pm - 12:30pm CT <b>Reflection and Initial NDC Exercise</b>	
WEEK 2	DAY 5: Monday	DAY 6: Tuesday	DAY 7: Wednesday	DAY 8: Thursday	
Morning	8:30am - 8:45am CT <b>Welcome Back to Week 2</b>	8:30am - 8:35am CT <b>Opening Engagement</b>	8:30am - 8:35am CT <b>Opening Engagement</b>	8:30am - 8:35am CT <b>Opening Engagement</b>	
	8:45am - 12:00pm CT <b>Pricing Strategy</b> Coughlan	8:35am - 11:45am CT <b>Advertising Strategy</b> McTigue	8:35am - 11:45am CT <b>Channel Strategy: Retail Service Output Audit Exercise</b> Coughlan	8:35am - 10:00am CT <b>Case Discussion</b> Coughlan  10:15am - 11:45am CT <b>Guest Speaker</b>	
End of Day Engagement/Deliverables	12:15pm - 12:45pm CT <b>Reflection and Case Preparation</b>	12:00pm - 12:30pm CT <b>Reflection and Activity</b>	12:00pm - 12:30pm CT <b>Reflection and Activity</b>	12:00pm - 12:45pm CT <b>Program Evaluations, Wrap Up, Certificates</b>	

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

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