

# Business Marketing Strategy

**Driving Profitable Growth in the New B2B Environment**

April 20–24, 2020

September 28 –  
October 2, 2020

\$10,850\*

Guided by senior members of Kellogg's marketing faculty — experts in the unique challenges of business-to-business marketing — you'll gain exposure to their leading-edge thinking on successful business practices and explore in-depth the new fundamentals of B2B marketing strategy in today's hyper competitive environment.

Highly interactive and focused on practical application, this program teaches you how to target the right customers, understand the motivations and behaviors of your business customers, price and position your offerings, and rethink your marketing organization and processes. In a collaborative environment with a group of peers from around the world, you'll analyze your marketing strategies, share experiences and broaden your perspective.

**“As a B2B business unit head, I found nearly every single topic to be useful. I can easily see the practical application of the concepts and generated many high potential ideas for our team throughout the program. I am leaving the course feeling energized by the content, the enthusiasm and depth of knowledge of the professors, and the rich and varied experiences of my colleagues.”**

VICE PRESIDENT, KAPLAN, INC.

## Key Benefits

- Deepen your understanding of the dynamics of business markets
- Segment and target the right business customers with the right offers
- Rethink your go-to-market and pricing strategies
- Make your marketing organization more agile

## Who Should Attend

- General managers
- Marketing, product and sales managers from medium to large business-to-business firms
- Presidents and vice presidents of marketing from smaller firms
- Other managers who help plan and implement market-oriented business strategies

*Please note: This approval program is limited to individuals with specific business experience. Before enrolling, you must receive approval from the Kellogg School of Management to participate. Please visit the program website for more information.*

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

\* Your program fee includes accommodations, meals and course materials.  
Dates and program fees are subject to change.

## Program Content

### Creating a Market-Oriented Company

- Develop a competitive marketing strategy
- Establish segmentation, targeting and positioning strategies
- Manage segments and customers

### Managing Customer Value

- Construct customer value propositions
- Manage market offerings
- Manage pricing

### Creating and Building Business Brands

- Understand B2B branding
- Develop creative activation strategies
- Navigate marketing communications in a digital world

### Driving Organic Growth Through Business Innovation

- Develop and manage new products

### Transforming Your Organization

- Understand marketing's role in enterprise transformation
- Make marketing agile

**“This was a great experience for learning new marketing concepts focused on customers’ needs and developing marketing strategies. It was amazing to have an opportunity to exchange knowledge and best practices with colleagues in the class who were from companies all around the world.”**

MARKETING & COMMUNICATIONS GENERAL MANAGER, VOTORANTIM CIMENTOS

## The Faculty

Thought-provoking, insightful and focused on practical application, the faculty members for this program — teachers, authors, researchers and highly regarded consultants — epitomize Kellogg’s acknowledged leadership in marketing theory, practice and innovation.

### Eric Anderson

Academic Director; Hartmarx Professor of Marketing; Director of the Center for Global Marketing Practice

### Jonathan Copulsky

Program Director; Lecturer of Marketing; Lecturer, Medill School of Journalism, Media, Integrated Marketing Communications

### Diane Brink

Senior Fellow and Adjunct Professor, Kellogg Markets & Customers Initiative (KMCI)

### Gregory Carpenter

James Farley/Booz Allen Hamilton Professor of Marketing Strategy; Director, Center for Market Leadership; Faculty Director, Kellogg Markets & Customers Initiative (KMCI)

### Kent Grayson

Associate Professor of Marketing; Bernice and Leonard Lavin Professorship

### Jim Lecinski

Clinical Associate Professor of Marketing (Courtesy); Associate Professor, Medill School of Journalism, Media, Integrated Marketing Communications

### Derek Rucker

Sandy and Morton Goldman Professor of Entrepreneurial Studies in Marketing; Professor of Marketing

*Please note:  
Faculty is subject to change.*



## Your Learning and Living Experience

The program is held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.

*\* When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.*

Learn more and apply:  
**kell.gg/kxbtob**

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

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## A Deep Dive Into B2B Best Practices

**ACADEMIC DIRECTOR:** Eric Anderson **PROGRAM DIRECTOR:** Jonathon Copulsky

### SAMPLE SCHEDULE

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
MORNING SESSIONS	Welcome to the Allen Center!	Segmentation, Targeting, Positioning Grayson		Going to Market Anderson	Making Marketing Agile Copulsky
			The Role of the B2B CMO Brink	Case Preparation Anderson	
LUNCH	Lunch	Lunch	Lunch	Lunch	Lunch-Optional
AFTERNOON SESSIONS	Program Welcome	Customer Value Propositions Anderson	The Creative Brief: Relevance to B2B in the Digital Age Rucker	Case Exercise Anderson	
	Competitive Marketing Strategy Carpenter		Strategical and Empirical Test of Communications Rucker		
	Segmentation, Targeting, Positioning Grayson	Value-Based Pricing in Business Markets Anderson	Case Exercise Rucker	Being Digital : the B2B Edition Lecinski	Safe Travels!
DINNER	Social Time-Dinner	Social Time-Dinner	Social Time-Dinner	Social Time-Dinner	
EVENING SESSION	Your B2B Marketing Journey Copulsky	Free Evening	Free Evening	Free Evening	

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