Program Objectives
To gain a competitive edge in an uncertain economy, your company must be able to develop and manage an integrated marketing strategy that creates, captures, and sustains value over time. By exploring marketplace potential and risk from a customer-centric perspective, Strategic Marketing Management enables you to deliver goods and services that create value for your customers and generate growth for your firm.

Curriculum
The curriculum focuses on the role of marketing in the value creation process—from market segmentation and product positioning to customer needs and buying behavior to digital and social media marketing.

Topics include:
• Exploring the role of value creation in acquiring and retaining customers
• Analyzing market opportunities and risks with the focus on customer needs
• Exploring the buying-decision process of consumers
• Using product positioning as the foundation for developing the marketing mix
• Moving from standardization to customization in the world of one-to-one marketing
• Designing and managing the distribution channel for going to market
• Identifying unmet customer needs in the digital and social spheres
• Allocating resources and budgets effectively across diverse digital channels
• Examining the characteristics of profitable pricing practices
• Anticipating and adapting to change

Participant Mix
This program addresses the needs of two distinct groups of executives at both startups and large established companies, with and without direct experience in the marketing function. Marketing managers will examine a structured approach to market analysis and strategy development and will learn how to improve their planning and implementation skills. Entrepreneurs and general managers will explore how marketing efforts can contribute to enterprise success and will learn how to audit the performance of their marketing function. Typical titles include:

• Brand manager
• Head of customer insights
• Social media manager
• Senior marketing manager
• Marketing director
• Marketing manager

• Vice president of marketing
• General manager
• Director of business development
• Director of operations
• Financial analyst

Anticipated Faculty
Jill J. Avery, Frank V. Cespedes, Robert J. Dolan, John T. Gourville, Ayelet Israeli, Donald K. Ngwe, Michael I. Norton (faculty chair), and Shelle M. Santana
WHY HARVARD BUSINESS SCHOOL?
This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

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Admissions
Application Process – Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly, and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

Admission Requirements – Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both. While participants devote time and intellect to the learning experience, sponsoring organizations agree to relieve individuals of their work responsibilities during the program.

Program Fee – The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

Connect With Us
For more information, please contact our Client Services team at:
Executive Education Programs
Harvard Business School
Soldiers Field
Boston, Massachusetts 02163-9986 U.S.

Email: executive_education@hbs.edu
Telephone: 1-800-427-5577
(outside the U.S., +1-617-495-6555)
Fax: +1-617-495-6999

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