For a manager new to marketing, knowing how to approach key decisions—such as how to position a product and which audiences to target—can spell the difference between success and failure. Whether you are the one who develops strategic marketing campaigns or you simply need a clearer grasp of how to assist in your organization’s marketing strategy, this program is right for you.

In this dynamic program, you’ll explore fundamental views of marketing and gain the key skills and tools that will help you make better marketing decisions. Learn a formal framework to help you develop comprehensive marketing strategies, build and revitalize brands and use data to make key marketing decisions with a new and informed perspective. You’ll gain the knowledge that will help you get on the fast track to marketing success.

**The Bottom Line Value to You and Your Organization**

You’ll learn ideas and techniques you can apply right away, including:

- Frameworks and tactics for building, revitalizing and extending a brand
- Fundamental basics for establishing a marketing strategy
- Using analytics and company data to shape strategy and marketing decisions
- Identification and decision making on which market segments to target with product launches
- Language to effectively communicate the benefits of your products/services

“The course was a great overview of marketing from a strategic level; a fantastic cutting-edge course for honing the marketing strategy at your company.”

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**Your Instructor**

Steve Hoeffler, MBA, PhD
Associate Professor of Marketing
Vanderbilt Owen Graduate School of Management

Steve Hoeffler is an expert in consumer products marketing, brand management and consumer behavior. Among his current research interests are the marketing of “really new” (novel) products and the development of consumer preferences. His research on positioning multiple category products and the advantages of strong brands has appeared in such journals as *Journal of Consumer Psychology, Journal of Product Innovation Management* and *Journal of Marketing Research*. Additionally, his expertise has been featured at conferences and seminars held by academic and professional associations, including the Association for Consumer Research, the Society for Consumer Psychology and the American Marketing Association Educators Conference. He has worked in marketing for NCR/AT&T and consulted for Procter & Gamble, IBM, Caterpillar Financial and Fujitsu.

*Program content and faculty subject to change; check website for details.*
## Marketing for Strategic Growth – Sample Program Schedule*

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AM</strong></td>
<td><strong>PM</strong></td>
</tr>
<tr>
<td>Introduction: Marketing Strategy Overview</td>
<td>Consumer Behavior and Marketing Research</td>
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<tr>
<td>Frameworks and Value Disciplines</td>
<td>Competing with Analytics</td>
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<td></td>
<td>Optimizing ROI</td>
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<td></td>
<td>Increasing Profits through Product Changes</td>
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<tr>
<td></td>
<td>How to Build Brands: Positioning for Profit</td>
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<td></td>
<td>Integrated Marketing Communications</td>
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<tr>
<td></td>
<td>Marketing Trends (Digital)</td>
</tr>
</tbody>
</table>

Classes typically run from 8:00 AM to 4:30 PM (Central). Breaks are scheduled in AM, PM and for lunch. Schedule is subject to change.

### Who Should Attend
- Rising marketing managers
- Managers with new marketing responsibilities

### Cost
$1,980  
Cost includes tuition, instructional materials, continental breakfast and lunch (all days).

*Program content and faculty subject to change; check website for details.

“This course provides new and useful perspectives of the customers and how to exceed their needs.”

### About the Vanderbilt Executive Development Institute
The Vanderbilt Executive Development Institute at the Owen Graduate School of Management offers proven and practical programs to help individuals and organizations refresh, engage and strengthen management expertise. Open Enrollment Programs for individuals are short, highly focused programs in areas of Leadership, Management and Strategy. Custom Programs for organizations are custom-built and are uniquely tailored to help each client tackle a specific organizational need or to achieve its developmental goals for established and emerging leaders.

Conveniently located near downtown Nashville, Vanderbilt Owen Graduate School of Management is ranked as a top institution by BusinessWeek, the Wall Street Journal, U.S. News & World Report, Financial Times and Forbes.

Visit our website for more information regarding programs and schedules, faculty biographies, online registration and maps and directions.

Scan this code to view upcoming programs and dates.