

Dates
August 8 - 18, 2010

Application Deadline
July 6, 2010

Tuition
\$15,500 USD
Price subject to change

Tuition includes accommodations,
meals, and materials.

STRATEGIC MARKETING MANAGEMENT

Your organization operates in a dynamic marketplace—competition, consumers, technology, and market forces redefine your industry every day. Staying competitive means continuously adjusting and adapting your customer approach to meet changing needs and expectations.

Strategic Marketing Management provides a comprehensive examination of all major components of marketing strategy and their integration. By completing this program, executives can enhance their company's profitability and marketplace position.

KEY TAKEAWAYS

- In-depth knowledge of competitive dynamics and how to integrate marketing strategy into the overall business strategy
- Frameworks for analyzing customer preferences and enhancing customer intimacy
- Building and managing brand equity with effective market communication

HIGHLIGHTED SESSIONS

Channel Design and Management

These sessions provide a framework for designing and managing distribution channels, beginning with a “Service Output Demands Analysis” to understand and quantify what customers want; followed by the “Make or Buy” decision to determine which functions should be outsourced to channel partners; and an examination of the internet as a channel.

Understanding Competitive Dynamics

Using the analytical tools studied in earlier sessions and building on a classic case study, participants are immersed in a competitive situation by developing and presenting marketing strategies for two opposing companies entering a new market segment.

Revisiting the Customer Value Proposition

These sessions will examine the customer value proposition from the perspective of the buyer decision-making process. Based on insights gained through cutting-edge neuroscience and fMRI research, participants will discover the interplay of pricing and benefits in creating value.

CONTENT OVERVIEW

The first week of the Strategic Marketing Management program examines the elements of marketing strategy, such as a market-focused culture, customer and competitor analysis, value delivery, channel design, pricing, relationship management, brand management, and marketing communication. In the second week, the program integrates these core elements to create a cohesive marketing strategy within the context of an effective overall business strategy.

WHO SHOULD ATTEND

This program is designed for marketing executives and managers with at least eight years of management experience, as well as general managers with responsibility for marketing-related functions. It is appropriate for individuals from organizations of any size and in any industry.



SAMPLE DAILY SCHEDULE

- 🕒 **Breakfast**
Full breakfast at Schwab Residential Center
- 🕒 **Morning Session I**
Building Innovative Brands
- 🕒 **Morning Session II**
Rolling out Global Brands in Emerging Markets
- 🕒 **Morning Session III**
Customer Profitability Analysis
- 🕒 **Lunch**
Buffet lunch with optional patio dining
- 🕒 **Afternoon Session I**
Revisiting the Customer Value Proposition
- 🕒 **Late Afternoon**
Personal study and reflection
- 🕒 **Dinner**
Cocktail reception followed by a served dinner
- 🕒 **Evening**
Study group discussions and networking with participants



“ Strategic Marketing Management provides a comprehensive foundation, from understanding customer preferences to integrating marketing into broader business strategies. The excellent faculty, all of whom had broad real-world experience, challenged us with great lectures, insightful research, and stimulating questions. ”

* TEDDY DIAZ DE RIVERA / SENIOR VICE PRESIDENT, ONLINE CUSTOMER SERVICES / WELLS FARGO & COMPANY

“ After attending Strategic Marketing Management, our team has a good grasp of many analytical tools that we can apply to better understand our markets and to present better offerings to our customers. ”

* CLEMENCIA FONSECA SALLES / MARKETING DIRECTOR / HITACHI DATA SYSTEMS

“ I attended Stanford’s Strategic Marketing Management Program with the goal of brushing up on my strategic marketing competencies. The program delivered on this 110%. The breadth and depth of the topics in the program are well-balanced and when leaving this program, you are particularly aware of why, how, when, and to whom to deliver extraordinary perceived consumer value.”

* RENO PETER ØHLENSCHLÆGER, CHIEF MARKETING MANAGER, STATOIL A/S



TYPICAL PARTICIPANT MIX

Industry

14%	Consumer Products
13%	Manufacturing
11%	Computers, Technology
11%	Health Care, Medicine
9%	Financial Services, Insurance
8%	Communications
5%	Hospitality, Food service
5%	Energy, Utilities
5%	Industrial Products, Equipment
5%	Media, Entertainment
4%	Advertising/Marketing Services
3%	Consulting, Professional Services
7%	Other

Geographic Origin

49%	North America
20%	Europe
14%	Asia Pacific
7%	Africa, Middle East
6%	Central, South America
4%	Australia, New Zealand

Job Function

52%	Marketing and Sales
34%	General Management
6%	Production, R&D
6%	Strategic Planning
2%	Finance

FACULTY DIRECTOR



Baba Shiv, Professor of Marketing, specializes in the area of consumer decision making and decision neuroscience, with specific emphasis on the role of emotion in decision making, the neurological bases of emotion, and nonconscious mental processes in decision making.

OTHER PROGRAM FACULTY

Jennifer L. Aaker

*General Atlantic Professor of Marketing,
Stanford Graduate School of Business*

James M. Lattin

*Robert A. Magowan Professor of Marketing, Stanford
Graduate School of Business*

Jeffrey H. Moore

*Senior Lecturer in Operations, Information, and Technology,
Stanford Graduate School of Business*

Hayagreeva Rao

*Atbhall McBean Professor of Organizational Behavior
and Human Resources, Stanford Graduate School of
Business; Morgan Stanley Director of the Center for
Leadership Development and Research*

V. Seenu Srinivasan

*Adams Distinguished Professor of Management,
Stanford Graduate School of Business*

Dan Thomas

*Founder and President of Focus Inc.; former business school
faculty member of Stanford and Harvard universities*

S. Christian Wheeler

*Associate Professor of Marketing, Stanford Graduate School
of Business*