

EXECUTIVE EDUCATION

# STRATEGIC MARKETING FOR THE DIGITAL AGE

Turn the wisdom of the past and foresight of the future  
into winning campaigns.



**ANN ARBOR**

May 18-22, 2020  
October 26-30, 2020

**HONG KONG**

November 16-18, 2020

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TODAY!**

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**TOP 5 GLOBAL PROVIDER**

*Financial Times, 2019*

# STRATEGIC MARKETING FOR THE DIGITAL AGE

## *Apply a new 'digital' framework to your current successes*

The digital landscape adds layers of complication to the already complex nature of our business. Technology and the advent of the social web have made it theoretically easier to reach target audiences but simultaneously more difficult to 'break through.' This program provides a perspective, developed by faculty experts and award-winning marketing practitioners that empowers leaders and organizations to thrive in today's digital-world by turbo charging marketing efforts with ideas that move people.

Here you will experience a transformative approach that will help your brand elevate from the "day-to-day" tactics of digital and social media to lay the foundation for building campaign strategies that create deep connections to your consumers — in both the B to B and B to C industries alike. The N.E.T.S. concept for digital age marketing will prepare you to head back to work on Monday morning and disrupt long-standing marketing practices with new, creative thinking and actionable opportunities for your brand.

### **N.E.T.S. CONCEPT FOR DIGITAL AGE MARKETING**

Leverage fundamental human behavior and new technology to drive business results. At the intersection of these two lies a sweet spot where perceptive marketers can leverage the ever-evolving media landscape to create ideas, messages, products, and behaviors that spread from person to person. N.E.T.S. represents:

**N** = Apply human **Networks** to a digital world

**E** = Capitalize on the **Environment** in which these networks live

**T** = Determine which tools, instruments, and **Technology** will best activate people in these networks

**S** = What metrics measure the **Success** of marketing efforts in the digital age

### **INDIVIDUAL BENEFITS**

- Rejuvenate your passion for marketing through new lenses and perspectives on marketing strategy
- Apply a structured approach to ignite your unique business differentiators to inspire your target market to action
- Energize and align your team by applying new approaches to drive customer interest – and loyalty

### **ORGANIZATIONAL BENEFITS**

- Demystify and apply what makes the world's most popular brands tick
- Exploit new opportunities to identify and reach new target audiences
- Develop metrics to predict and measure the impact of your marketing campaigns
- Plan of action and practices to be shared with the team



## WHO SHOULD ATTEND:

- Brand managers seeking new thinking and proven, meaningful approaches
- Marketers experiencing stagnated results, or with aggressive growth goals
- General managers seeking new insights into what makes successful marketing campaigns and how to measure success
- CMOs and senior marketers looking for metrics to demonstrate the true value of each campaign

### Typical titles include:

- Brand Directors/Managers
- Marketing Directors/Managers
- General Managers
- Business unit managers
- CMOs and other senior marketers

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## PROGRAM STRUCTURE

This five-day program is interactive from start to finish. Participants will engage in discovery, application, creation and discussion to develop a new approach that can be applied right away.

### DAY 1 SETTING THE STAGE

- Assess current challenges and company deficiencies as they pertain to the digital space
- Explore the dynamics associated with digital diffusion and its subsequent disruption across industries
- Establish the application of digital and its impact on marketing communication

### DAY 2 NETWORKS

- Discover how marketers can leverage human dynamics to excite the spread of ideas, messages, and products
- Understand how to leverage the dynamics of influence to stimulate behavioral adoption
- Learn how to apply your new knowledge of networks to design more effective, digitally integrated marketing campaigns

### DAY 3 ENVIRONMENTS

- Gain insights into the psychological triggers in our environment that causes people to take action and share
- Develop your ability to identify environmental conditions that shape network behavior
- Learn how to apply this new knowledge of environments to design more effective, digitally integrated marketing campaigns

### DAY 4 TOOLS

- Explore newsfeeds and digital storytelling as a powerful marketing tool
- Learn how to design socially engineered content, messages, and experiences that spread
- Demystify hashtags as a digital marketing tool that aids brand connection
- Establish a toolkit of new and pre-existing technologies for you to design more effective, digitally integrated marketing campaigns

### DAY 5 SUCCESS

- Understand the impact of big data on marketing segmentation and predictive mapping
- Develop the ability to use analytics for measuring the effectiveness of your digital marketing efforts
- Establish an action plan for taking the N.E.T.S.™ model home and applying it directly to your company's integrated marketing efforts

## OUR WORLD-CLASS FACULTY

At Michigan Ross, you'll engage with some of the world's most renowned experts. Our faculty have collectively authored hundreds of articles and dozens of books. They travel the world, sharing their expertise with Fortune 100 companies in virtually every sector. They're prolific thinkers and creators of revolutionary studies and frameworks. Most importantly, they are determined and dedicated to leveraging their extensive knowledge to help you succeed.



### JOHN BRANCH

#### Professor of Business Administration

John Branch is an award-winning educator; he is the winner of the Executive Education Teaching Award and the Weekend M.B.A. Teaching Award from Ross School of Business, March 2015. In addition, Branch was recognized as the 2014 Council on Global Engagement Award Nominee with The University of Michigan; and in 2011 he earned the Sherwin-Williams Distinguished Teaching Award Atlanta, U.S.A., to highlight a few of his professional accolades. Branch is also a consultant, speaker and educational leader with nearly 25 years of experience in more than fifty countries, most notably in the Republics of the former U.S.S.R., including Latvia, Russia and Kyrgyzstan. He has conducted management training in, and consulted to, numerous international companies including British American Tobacco, Anheuser-Busch, British Telecom, Cargill, Mercedes Benz, DELL, Coca-Cola, Michelin, Ericsson, and Nestlé.



### MARCUS COLLINS

#### Professor of Business Administration

Marcus Collins is a culturally curious thinker with academic insight into the cognitive drivers that impact consumer behavior. He is the SVP/Executive Director of Social Engagement at Doner Advertising and was named one of Crain's 2016 40 under 40 award recipients; earlier this same year Collins also earned Advertising Age's 2016 40 under 40. His strategies and creative contributions have led to the successful launch of Budweiser's "Made In America" music festival, Bud Light Platinum, the Brooklyn Nets (Hello Brooklyn!), and State Farm's "Cliff Paul" campaign. Before his work in advertising, Marcus worked in partner marketing for iTunes and led digital strategy for Beyoncé. In addition to his agency duties at Doner, Marcus is an AACSB certified clinical instructor and teaches social media marketing at the Stephen M. Ross School of Business at the University of Michigan, and Hyper Island.

## A WORLD-CLASS EXPERIENCE

We strive to make every aspect of your program a world-class experience, from our architecturally stunning facilities to our state-of-the-art technology. Our program directors work closely with faculty before, during, and after the program to ensure you achieve your objectives. Program managers facilitate a seamless transition between classroom and off-site activities and assist with anything you might need — ensuring your focus is on learning, not logistics. Finally, our fabulous culinary and hospitality staff are dedicated to providing high-quality dining and accommodations.

For specific program questions or concerns contact **Program Manager, Cathy Webb** via email at: [rossexecd@umich.edu](mailto:rossexecd@umich.edu) or she may be reached at **734.763.1000**.

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# THE MICHIGAN DIFFERENCE WORLDWIDE AND IN ANN ARBOR

## THE UNIVERSITY OF MICHIGAN

Founded in 1817, University of Michigan is one of the first public universities in the U.S. U-M is one of only two public institutions in the U.S. consistently ranked in the top ten, and has more than 100 top-ranked graduate programs.

U-M maintains a global presence including initiatives in Southeast Asia, Brazil, Russia, India, and China.

## MICHIGAN ROSS

Founded in 1924, the Stephen M. Ross School of Business at the University of Michigan is grounded in the principle that business can be an extraordinary vehicle for positive change in today's dynamic and global economy. Our unique approach focuses on action-based learning and interdisciplinary, team-oriented situations.

As a general management institution, Michigan Ross has earned acclaim for academic excellence: Approximately 230 faculty members research, consult, and teach in all areas of business.

## EXECUTIVE EDUCATION

### Open Enrollment Programs

Michigan Ross Executive Education was recently named a Top 5 global provider by the *Financial Times*. The *FT* survey examined the open enrollment programs offered at 75 schools, weighing factors from faculty to follow-up. Among the highlights, Ross excelled with unique course design, renowned faculty, and participants reporting new skills and learning to impact personal and organization performance. We invite you to join us for any of our open enrollment or custom program offerings and to experience first-hand the Michigan Ross difference.

### Michigan Ross Custom Programs

Ross delivers custom executive development programs for organizations throughout the world. In close collaboration with you, we identify clear business and learning objectives, design learning experiences that align with those objectives, and bring together a world-class faculty team — often including your company's leaders as teachers — to deliver a truly transformational experience for your top talent. And we do all of this with a deep commitment to delivering results and a return on your investment.

No matter your business challenge or strategic priority, Ross can be your partner in success. Contact us to arrange a consultation with one of our managing directors: [rossexeced@umich.edu](mailto:rossexeced@umich.edu) or (734) 763-1000.



### REAL IMPACT:

## Measurable Return On Investment

One of the nation's top integrated health delivery systems turned to Michigan Ross to help their leaders link core competencies to customer benefits; improve strategic agility and leadership; measure and drive customer service and satisfaction; and build high-performance teams.

An independent study was conducted to assess the organizational and personal impact of engaging with Michigan Ross. Here is what was found:

**310%** return on program investment

**Significant reduction**  
in key service area wait times

**25%** of participants were promoted within six months of program completion

**15%** improvement in decision-making

**16%** improvement in teamwork



## ANN ARBOR

The University of Michigan is located in Ann Arbor, a vibrant and sophisticated college town located 50 miles from Detroit and less than 30 minutes from Detroit Metropolitan Airport, a major international hub with non-stop flights from over 115 U.S. and 20 international cities.

## WORLDWIDE

Michigan Ross offers 30+ diverse open enrollment offerings and numerous custom programs annually, serving more than 4,000 executives around the world. Ross delivers open enrollment programs in Hong Kong and Mumbai, and custom programs wherever our partners request.

Regardless of where you attend, you'll benefit from the same outstanding, results-oriented Michigan Ross experience.

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# STRATEGIC MARKETING FOR THE DIGITAL AGE

### ANN ARBOR

May 18-22, 2020 | October 26-30, 2020

\$9,500 US

- Fee is payable in advance in US dollars and is subject to change
- Check our website for our Cancellation, Transfer and Substitution Policy

**Fee includes:**

- On-site executive accommodations (*pending availability*)
- Program materials, assessments, and simulations
- All breakfasts, lunches, and break snacks/drinks
- Select dinners

### HONG KONG

November 16-18, 2020

\$5,900 US

- Fee is payable in advance in US dollars and is subject to change
- Check our website for our Cancellation, Transfer and Substitution Policy

**Fee includes:**

- Tuition, books, instructional materials, and coffee breaks

Program offerings are subject to change; visit website for the most up-to-date information

**Executive Education**

Stephen M. Ross School of Business  
University of Michigan  
724 East University Avenue, Suite 3700  
Ann Arbor, MI 48109-1234

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**STRATEGIC MARKETING  
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“John and Marcus are so engaging and you can’t help to be inspired and motivated. Their knowledge is unbelievable and they really challenge your way of thinking so you get the most out of the class. I love their teaching style.”

“I love how simple and clear everything is and the dynamism of the speaking style.”

“Each of the sessions were amazing and helps you think about the opportunities that are available.”

Explore our programs at: [michiganross.umich.edu/execed](http://michiganross.umich.edu/execed)

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