



Georgia Tech College of Management

Marketing Strategies: Building Brands and Driving Demand
2-Day Workshop: Thursday and Friday; October 29—30, 2009

EXECUTIVE SUMMARY

Thank you for your interest in Georgia Tech's **Marketing Strategies: Building Brands and Driving Markets** two-day executive education workshop. This document provides details on the program content, professor profiles, and the registration process.

Many companies are market-driven when it comes to developing their marketing strategy, but this executive education workshop will allow you to drive markets by providing an in-depth look at developing customer-oriented solutions in both a B2B and B2C setting. Participants will explore best practices in branding, value estimation, writing a successful value proposition, and tools for market segmentation.

■ Day One Agenda:

- **Professor:** Goutham Challagalla, Ph.D. and Koert Van Ittersum, Ph.D.
- **Morning Topic:** Marketing Frameworks and Market Segmentation
- **Afternoon Topic:** Branding

■ Day Two Agenda:

- **Professor:** Goutham Challagalla, Ph.D. and Ajay Kohli, Ph.D.
- **Morning Topic:** Value Estimation and Value Proposition
- **Afternoon Topic:** Crafting Customer-Oriented Solutions and Market Driven vs. Driving Markets

The GT instructors are master teachers who can translate their research and consulting experiences into practical management tools for everyday use. Teaching methodologies include:

- Structured multi-media presentations
- Small group discussions and case studies
- Active learning exercises

There are three easy ways to register for this workshop:

1. Call 404.894.8700
2. Register online at www.execinfo.org
3. Complete the registration form on page six and fax it to Georgia Tech at 404.894.8925



Georgia Tech's Huang Executive Education Center offers state-of-the-art executive education classrooms at the Technology Square campus in Midtown Atlanta. You can take a virtual tour at www.execinfo.org.

Marketing Strategies: Building Brands and Driving Markets

8:00-8:30 AM	Arrival and Continental Breakfast Georgia Tech College of Management, Midtown Atlanta Campus
8:30-Noon	Marketing Framework and Market Segmentation <i>Dr. Goutham Challagalla, Georgia Tech College of Management</i> As the world evolves into an information democracy, the role of marketing is changing quite a bit. How does one win customers (both B2B and B2C) that are being bombarded by messages via salespeople and traditional and new media? The morning session focuses on answering the question: What is a marketing and why is it important? The workshop facilitator will present the best practices in developing an effective marketing strategy that truly meets the needs of customers. Key content areas include: (1) Overview of Marketing, (2) Current trends in marketing (3) Identifying and defining a target market; (4) Segmenting markets to obtain strategic advantage, and (5) Identifying the best marketing mix (Product, Place, Price and Promotion) for the firm's key target markets. Break: 10:00-10:15am
Noon-1:00 PM	Lunch and Networking Georgia Tech Hotel Executive Dining Room
1:00-3:15	Branding <i>Koert Van Ittersum, Georgia Tech College of Management</i> The session on Branding addresses important brand decisions faced by an organization. The basic objectives of the session are 1) to increase the understanding of the important issues in planning and evaluating brand strategies; 2) to provide the appropriate theories, models, and tools to make better branding decisions; and 3) to provide a forum to discuss and apply these principles. Particular emphasis is placed on understanding psychological principles at the customer level that will improve managerial decision-making regarding brands. <u>Breaks:</u> 2:15-2:30pm and 3:15-3:30pm
3:30-4:30	Branding (Continued) <i>Koert Van Ittersum, Georgia Tech College of Management</i> One of the most valuable assets of firms concern the brand names associated with their products and services. A Coca-Cola executive once stated: <i>"The reason Coca-Cola is so valuable is because of the ideas, perceptions, and expectations about the brand that customers all over the world carry around in their heads. So much so that if the company were to lose all its production-related assets in a disaster, it would survive; but if all customers were to have a sudden lapse of memory and forget everything related to Coca-Cola, the company would go out of business."</i>

Marketing Strategies: Building Brands and Driving Markets

8:00-8:30 AM	Arrival and Continental Breakfast Georgia Tech College of Management, Midtown Atlanta Campus
8:30-Noon	Value Estimation and Value Proposition <i>Dr. Goutham Challagalla, Georgia Tech College of Management</i> Many organizations use cost plus pricing because it is easy to use. But, are you leaving money on the table? Using a hands-on approach, you will learn to estimate the true value of your products and services to customers. Once you know the value of your products or services, you will learn best pricing models to capture this value. Most organizations have value propositions that either lack differentiation or are confusing to customers. You will use a six-step process for creating a compelling value proposition, which includes understanding your differentiated benefits using a laddering process. Once you identify your differentiated benefits, you will then develop a unique value proposition that will appeal to your customers. Breaks: 2:15-2:30pm and 3:15-3:30pm
Noon-1:00 PM	Lunch and Networking Georgia Tech Hotel Executive Dining Room
1:00-3:15	Crafting Customer-Oriented Solutions <i>Dr. Ajay Kohli, Georgia Tech College of Management</i> Many businesses today are trying to differentiate themselves by delivering complete solutions rather than just piece parts to customers. However, these efforts are often not successful. Why is this the case, and what can businesses do about it? Part of the problem is that suppliers of solutions view them very differently than customers of solutions. Recognizing this goes a long way in designing, and delivering effective solutions. In addition, delivering effective solutions requires being choiceful about the customers who are targeted for the delivery of solutions, and addressing internal organizational roadblocks represented by autonomous units within a supplier firm. Break: 2:30-2:45pm
3:30-4:30	Market Driven vs. Driving Markets <i>Dr. Ajay Kohli, Georgia Tech College of Management</i> Businesses generally recognize they have to be market focused in order to succeed in the marketplace. Being market focused, however, does not mean being just market driven. A business must be market driven as well as drive markets. This session will contrast business activities that constitute being market driven versus driving markets. Driving markets can broadly be viewed as (i) shaping the structure of a market, and (ii) shaping the behavior of players in a market to a business's competitive advantage. A short in-class application exercise will be conducted in which participants will apply the ideas presented to their own businesses and share with the broad group.

FACULTY & STAFF PROFILES



Goutam Challagalla, Ph.D.

Professor Challagalla teaches marketing management and sales management for the Georgia Tech College of Management. He is a recipient of the E. Roe Stamps Excellence in Teaching Award. Goutam is a popular instructor in the College's executive education programs and has taught e-commerce and marketing research in Georgia Tech's Executive MBA program. Dr. Challagalla has extensive consulting experience with Fortune 500 companies including 3M, Andersen Consulting, BellSouth, Prudential, and the Simtrex Corporation. He specializes in issues ranging from marketing strategy, business modeling, strategy implementation, distribution channel design, and customer satisfaction. Professor Challagalla holds a Ph.D. from the University of Texas at Austin.



Koert, Van Ittersum, Ph.D.

Koert van Ittersum's research focuses on consumer decision-making and choice, attribute importance measurement, and consumption and consumption volume. More specifically, his research deals with regional branding, methods for attribute importance measurement, biotechnology and risk, consumer spending behavior, and the effect of contextual stimuli on consumption volumes. Dr. Van Ittersum's work has been published or is forthcoming in *Advances in Consumer Research*, *European Review of Agricultural Economics*, the *Journal of Business Research*, and the *Journal of Consumer Research*. He teaches Consumer Behavior and Strategic Brand Management at the undergraduate and MBA levels.



Ajay Kohli, PhD.

Professor Kohli serves as the Editor of the *Journal of Marketing*, the premier broad-based academic journal in Marketing. His research has received several awards including the Alpha Kappa Psi award for its contribution to marketing practice, and the inaugural Sheth Foundation / *Journal of Marketing* award for long-term impact on marketing. In addition, one of his articles was a finalist for the Harold H. Maynard for its contribution to marketing theory and thought. Dr. Kohli has previously taught at Emory University, Harvard Business School and The University of Texas at Austin. He has also taught at the Koblenz School of Corporate Management, Germany, Norwegian School of Management, Norway and SDA Bocconi, Italy. He has led numerous executive education seminars in the U.S., Europe, Asia, and Latin America, has taught at the undergraduate, MBA, EMBA, and PhD levels, and has been recognized several times for teaching excellence, including with the College-wide Jack G. Taylor Teaching Excellence Award at UT-Austin.

REGISTRATION FORM

The **Marketing Strategies: Building Brands and Driving Markets** two-day workshop is scheduled for Thursday and Friday, October 29-30, 2009. The workshop will be held at the Georgia Tech College of Management located in Midtown Atlanta, 800 W. Peachtree Street, NW.

The workshop price is \$1,900 per person and includes Georgia Tech instructional fees, program binders and materials, case studies, book and simulation licensing fees (when applicable), lunch at the Georgia Tech Hotel executive dining room, morning and afternoon refreshments, parking, and Internet access. **Discounts are available to companies that send three or more employees to the same program.** Call 404.894.8700 for more details.

Note: Special discounts for small nonprofits are available through the Georgia Center for Nonprofits.

OPTION 1 **YES**, register me for the Marketing Strategies executive education workshop and send an invoice. **I will complete this form and fax it to Georgia Tech at 404.894.8925.**

Contact Name _____ Organization _____

Street Address _____ City _____ State _____ Zip _____

Position _____ Division/Dept _____

Phone _____ Fax _____ Email _____

OPTION 2 **YES**, I am interested in attending the Marketing Strategies executive education workshop. Please call me at _____ so I can provide credit card information.

OPTION 3 **YES**, I am interested and will go to the Georgia Tech College of Management's web site www.execinfo.org to register online.

For more information: If you have questions regarding program content or if you're interested in learning about available discounts, please call 404.894.8700. Program offerings, content, dates, and prices are subject to change.