



**Best Practices in Developing an Effective Marketing Strategy**

**Building Brand Loyalty**

**Identifying and Segmenting Your Target Audience**

**Georgia Tech  
College of Management**

**Marketing Strategies: Building Brands and Driving Sales  
2-Day Workshop: Wednesday and Thursday; November 7-8, 2007**

**Developing a Marketing Communications Strategy**

**Mastering the Marketing Mix**

**The Role of Customer Relationship Management Software**

**The Power and Perils of Email Marketing**

**Implementing the Brand Contact Priority Grid Methodology**

# EXECUTIVE SUMMARY

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

Managers at all levels need to understand and appreciate the importance of marketing and branding. This executive education workshop provides an intensive look into the marketing planning process and how to best build bridges between marketing and sales. Participants will explore best practices in developing and implementing a winning marketing strategy by focusing on proven methods for creating and rejuvenating brands; techniques for building customer value models and customer relationship Management (CRM) systems; and tools for evaluating how to maximize sales through your marketing communications strategy. The program content includes:

- **Day One Agenda: Developing a Strategic Marketing Plan**
  - **Professor:** Dr. Goutham Challagalla or Peter Vantine, GT College of Management
  - **Morning Topic:** Overview of Marketing and Market Segmentation
  - **Afternoon Topic:** Marketing Strategy Planning and Developing an Effective Marketing Mix
  - **Classroom Activity:** Small team exercise or short case study
- **Day Two Agenda: Implementing a Strategic Marketing Plan**
  - **Professor:** Dr. Goutham Challagalla or Dan Stotz, GT College of Management
  - **Morning Topic:** Branding and Marketing Communications
  - **Afternoon Topic:** The Power and Perils of Email Marketing, CRM and Database Marketing
  - **Classroom Activity:** Small team exercise or short case study

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

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

## **There are four easy ways to register for this workshop:**

1. Call 404.894.8700 or 1.800.815.7662
2. Register online at [www.execinfo.org](http://www.execinfo.org)
3. Send an email to [laura.day@mgt.gatech.edu](mailto:laura.day@mgt.gatech.edu)
4. Complete the registration form on page six and fax it to Georgia Tech at 404.894.5603



*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](http://www.execinfo.org).*



## Marketing Strategies: Building Brands and Driving Sales

8:00-8:30 AM	<b>Arrival and Continental Breakfast</b> Georgia Tech College of Management, Midtown Atlanta Campus, Classroom 312
8:30-Noon	<b>Overview of Marketing and Market Segmentation</b> <i>Dr. Goutham Challagalla or Mr. Peter Vantine, Georgia Tech College of Management</i> The morning session focuses on answering the question: What is a marketing strategy 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. <u>Key content areas include:</u> (1) Identifying and defining your target market; (2) Understanding the importance of market segmentation; (3) Leveraging your marketing strategy for competitive advantage; (4) Identifying the best marketing mix (Product, Place, Price and Promotion) for the firm's key target markets; (5) Understanding the brand familiarity continuum; and (6) Connecting your marketing strategy with the product life cycle stages. <u>Break:</u> 10:00-10:15
Team Activity	<b>Case Study—Part One:</b> Developing the foundation for a strategic marketing plan
Noon-1:00 PM	<b>Lunch and Networking</b> Georgia Tech Hotel Executive Dining Room
1:00-3:15	<b>Marketing Strategy Planning and Developing an Effective Marketing Mix</b> The afternoon session will focus on best practices in developing an effective marketing mix that is consistent with the marketing strategic plan's key findings and goals. Workshop participants will try out their new marketing knowledge and skills when they break into small teams to develop the foundation of a strategic marketing plan. <u>Key content areas include:</u> (1) Understanding the life cycle of a typical product or service, (2) Strategies for firms in a mature product market, (3) Product strategies and how they vary during the product's life cycle stages, (4) Understanding how promotional messages differ during the product life cycle (Informing, Persuading, and Reminding); and (5) Typical approaches to value pricing as products and services travel along the adoption curve. <u>Breaks:</u> 2:15-2:30 and 3:15-3:30
Team Activity	<b>Case Study—Part Two:</b> Developing the foundation for a strategic marketing plan
3:30-4:30	<b>Best Practices in Developing an Effective Marketing Mix (Continued)</b>

# Day Two: Program Content

## Marketing Strategies: Building Brands and Driving Sales

8:00-8:30 AM	<b>Arrival and Continental Breakfast</b> Georgia Tech College of Management, Midtown Atlanta Campus, Classroom 312
8:30-Noon	<b>Branding and Marketing Communications</b> <i>Dr. Goutham Challagalla or Mr. Dan Stotz, Georgia Tech College of Management</i> The morning session begins by answering the question: What are the best practices for implementing a strategic marketing plan? The workshop facilitator will lead focused discussions on marketing's role in building brand loyalty and achieving sales objectives. <u>Key content areas include:</u> (1) Connecting the "Four P's" of Marketing" to the "Four C's" of Marketing; (2) Understanding that marketing plan implementation begins with branding; (3) The role of the "identity package" in building brand awareness and loyalty; (4) The concept of brand contact planning and the brand contact priority grid; (5) Respecting marketing "basics" when implementing the marketing plan; and (6) Understanding the power of the "universal motivators" when developing marketing communications. <u>Break:</u> 10:00-10:15
Team Activity	<b>Marketing Slogan Matching Exercise:</b> Participants break into small teams to match 50 marketing slogans to the correct company or product name.
Noon-1:00 PM	<b>Lunch and Networking</b> Georgia Tech Hotel Executive Dining Room
1:00-3:15	<b>The Power and Perils of Email Marketing, CRM and Database Marketing</b> The afternoon session will explore best practices in developing and launching effective email marketing campaigns and how the campaigns connect to a firm's web site and customer relationship management (CRM) database. The facilitator will lead focused discussions on best practices in implementing marketing decisions that drive sales. <u>Key content areas include:</u> (1) The most common email marketing mistakes, (2) The importance of permission-based database marketing, (3) Proven methods for managing marketing expectations, (4) Developing and communicating marketing objectives, strategies, and tactics; and (5) Guidelines for selecting CRM software. <u>Breaks:</u> 2:15-2:30 and 3:15-3:30
Team Activity	<b>Case Study:</b> The marketing professional's role in managing expectations
3:30-4:30	<b>The Power and Perils of Email Marketing, CRM and Database Marketing (Continued)</b>

## 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.



### **Daniel Stotz, M.S. in Marketing Management**

Dan Stotz is the Director of Executive Programs for the Business School at Georgia Tech. He plays the lead role in designing open-enrollment executive education programs and coordinating custom executive development programs. Dan's major custom clients include GE Energy, GE Healthcare, Boys and Girls Clubs of America, FBI Crime Lab Division, and the Waffle House Corporation. In addition to founding an innovative Leadership Institute that provides training for non-profit executives, Dan is a popular speaker in the areas of marketing and customer relationship management (CRM). Before joining Georgia Tech, Dan was the Manager of Marketing Communications for the University of Michigan Business School's Executive Education Center. He earned his Master of Science in Marketing Management from Colorado State University.

### **Peter Vantine, MBA**

Peter Vantine is an Adjunct Associate Professor of Marketing for the Georgia Tech College of Management. He is an experienced marketing practitioner and a popular instructor in the areas of strategic marketing planning, market segmentation, and market research. Peter has taught numerous marketing courses and workshops that examine decisions that relate to a firm's customers, competitors, channel members, and promotion agencies. He focuses on how customers make choices and how companies need to better design products, services, and programs to satisfy customer needs. He has a distinguished career in both the marketing and executive development fields. Peter has led numerous customized leadership training programs for several Fortune 100 companies.



# REGISTRATION FORM

The **Marketing Strategies: Building Brands and Driving Sales** two-day workshop is scheduled for Wednesday and Thursday, November 7-8, 2007. The workshop will be held at the Georgia Tech College of Management located in Midtown Atlanta, 800 West Peachtree Street NW.

The workshop price is \$1,900 per person (\$1,400 **early bird price** if you register before July 31st) 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 Laura Day at 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 404.894.5603.**

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](http://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 contact Laura Day at 404.894.8700 or [laura.day@mgt.gatech.edu](mailto:laura.day@mgt.gatech.edu). Program offerings, content, dates, and prices are subject to change.