Executive Education in Asia

FOCUSED PROGRAMS

STRATEGIC MARKETING:

Competing In The Digital Age

Overview

Digital technologies have changed the many ways by which people interact... with each other and with companies. This new connected-world – this digital age – has led to the disruption of longstanding industry practices and, consequently, given rise to new, innovative marketing opportunities. This program explores this fundamental shift in both the market and marketing. It takes an in-depth look at the new 'digital consumers', and examines how companies can harness the opportunities which the digital age creates.

Program Highlights

- Develop the N.E.T.S.™ framework (Networks, Environments, Tools and success) as an approach to digital marketing
- Use the N.E.T.S.™ framework to begin researching, designing, executing, and controlling your own digital marketing campaign
- Use the N.E.T.S.™ framework as an analytical tool to identify and deconstruct well-architected digital marketing campaigns

PROGRAM DATE
Hong Kong
Nov 18 - 22, 2019
Jul 6 – 10, 2020
Dec 7 – 11, 2020

FEE // US$8,500
Program fee includes:
- Tuition
- Instructional materials
- All lunches, and coffee/snack breaks

CONTACT
+852 2509 9088
um-asia.exec.ed@umich.edu

WEB
https://michiganross.umich.edu/programs
Strategic Marketing: Competing in the Digital Age

FOCUSED PROGRAMS

Takeaways & Tools

- Demystify the core drivers of digital marketing and the role which they play in marketing
- Develop a structured approach to digital marketing which can be applied to your unique business
- Create a toolbox of state-of-the-art, proven digital marketing methods
- Learn to leverage current assets more effectively
- Transform reactive tactics to proactive strategies
- Exploit opportunities to reach target audiences and ignite passalong/spread/word-of-mouth
- Fully realize the potential which the digital age offers you
- Measure the impact of digital marketing campaigns in terms of specified marketing objectives

Who Should Attend

- Brand managers who need a structured approach to digital marketing
- Industrial, B2B, and B2B marketers who have yet to exploit digital marketing
- Marketers who are using digital marketing tactics but who have need for a strategic perspective
- CMOs and senior marketers with little experience in digital marketing

By attending this program, you will receive 1 credit towards our Distinguished Leader Certification and will personally be rewarded with Life-time Scholarship and Peers Vouchers to develop your chosen peer. Visit our website for more details: https://michiganross.umich.edu/programs/
Program Focus

DAY ONE: WELCOME, SETTING THE SCENE, DEFINING DIGITAL MARKETING
• Realize your company’s challenges as it pertains to the digital and social space; and that their issues aren't so unique
• Internalize personal challenges or deficiencies as it pertains to the digital and social space
• Grasp fundamental and essential knowledge of marketing and marketing strategy
• Learn why the anthropological evolution of innovation matters to you and your organization
• Understand the application of digital marketing
• What happens to your business when technology disrupts industry

DAY TWO: NETWORKS
• Discover how marketers can leverage human dynamics to excite the spread of ideas, messages, and products
• Understand the dynamics of influence found in networks
• Learn how to identify the most appropriate influencers to stimulate behavioral adoption
• Discover how to apply your new knowledge of networks for designing promotional campaigns

DAY THREE: ENVIRONMENTS
• How does the context of our environment have a great impact on what we share with others
• Develop your ability to identify environmental conditions that shape network behavior
• Gain insights to understand why people respond to environmental triggers the way we do
• Understand how to apply this new knowledge of environments for designing marketing campaigns

DAY FOUR: TOOLS
• Explore newsfeed as a digital marketing tool
• Create brand stories that are socially engineered to spread
• Explore hashtags as a digital marketing tool and understand their impact as a means to identify user behavior and establish brand connection
• Explore mobile as a digital marketing tool and establish skills for using the benefits of mobile as a successful marketing vehicle

DAY FIVE: SUCCESS
• Determine the role of analytics and its ability to measure data for insight extractions and predictive mapping
• Understand differences between empirical vs. self-reported data; and when to use KPI benchmarking, and social listening and metric identification to evaluate outcomes
• Observe the N.E.T.S.™ model in action, uncovering some of the best case examples of successful digital marketing
Michigan Executive Education

Michigan Ross Executive Education was recently named a Top 5 global provider by the Financial Times. We offer approximately 20 different open enrollment offerings and a variety of custom programs annually, serving over 4,000 business executives around the world. Ross has locations in Hong Kong, Mumbai and Singapore and delivers programs globally wherever our corporate partners request.

Program Faculty

John Branch
Lecturer of Strategy and Marketing, Stephen M. Ross School of Business
Faculty Associate, Center for Russian and East European Studies
University of Michigan

Professor Branch currently teaches a variety of marketing and international business courses at the undergraduate, M.B.A., and executive levels at the Stephen M. Ross School of Business at the University of Michigan. Until recently, he also served as Director of Educational Outreach at the University’s William Davidson Institute, which focuses on emerging and transitional economies. He is also affiliated with the University’s Center for Russian, East European, and Eurasian Studies.

Professor Branch has been involved in a variety of European Union and other government-funded development projects, most notably in the republics of the former U.S.S.R., including Kyrgyzstan, Ukraine, and Uzbekistan, and in those of Eastern and Central Europe. He has also conducted management training in, and consulted to, numerous international companies, including British American Tobacco, Anheuser-Busch, British Telecom, Cargill, Mercedes Benz, Johnson&Johnson, Oracle, Coca-Cola, Michelin, Ericsson, and Nestlé.

Marcus Collins
Professor of Business Administration; SVP/Executive Director, Social Engagement, Doner Advertising

Marcus Collins is a culturally curious thinker with an academic insight into the cognitive drivers that impact consumer behavior. He is the SVP/Executive Director of Social Engagement at Doner Advertising and a recipient of 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 work 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, University of Michigan and Hyper Island.
Contact and Registration Info

Once you have registered for one of our programs, a unique registration number is assigned and an acknowledgement letter is sent within 3 working days. The participant will also receive a confirmation via e-mail within 3 working days, along with a softcopy of the invoice. This communication ensures that a place will be reserved for you in the program. Due to costs associated with establishing, holding, and refilling participant slots, along with the associated costs of pre-course materials, the following cancellation charge schedule has been established. The program fee includes tuition, tea breaks & lunches, and all instructional materials. In order for you to have sufficient time to prepare the pre-reading materials and settle the program fee, we suggest sending us the registration at least 8 weeks prior to the program.

Cancellation Policy

Cancellation fees are based on the number of weeks from the class start date your request is received. You must notify us of your cancellation in writing via email, fax, or postal mail.

You may cancel six or more weeks prior to the start of a program without incurring a fee. Due to the inherent costs of establishing, holding, and refilling participant slots along with associated costs of pre-course materials, the following cancellation fee schedule applies:

- Two to six weeks prior to program start - 50% of program fee
- Within two weeks of program start - 100% of program fee

Transfer and Substitution Policy

We can accept transfers to an alternate program offering. All transfer notices must be received by email, fax, or mail before the start of the program. Transfer requests received within 2 weeks of the program start are subject to a US$250 transfer fee. Qualified substitutes for registrations can be accommodated with advance written notice.

If you choose to defer or substitute your program fee to a future program session, that program must be attended or all funds previously paid will be forfeited. Only one deferral or substitution per registration is allowed and the new session must occur within one year of the original session date. Please note that 100 percent of the full tuition will be forfeited if one of the following occurs:

- The registrant does not enroll in another program within one year of the original start date
- The registrant has not requested a refund within one year of the original start date.

Venue

(to be confirmed)

We will provide information of recommended hotels to you upon enrolment confirmation.

PLEASE note: The hotel can only take room reservations. All program registrations must be directed to um-asia.exec.ed@umich.edu or 852.2509.9228 (fax).

Please indicate you are a University of Michigan Executive Education participant when making reservations and you will receive a discounted room rate (subject to availability). Participants are responsible for their own accommodations and travel arrangements.

If you have special dietary concerns, please contact us as soon as possible at the Asia Pacific Regional Office.

The University of Michigan reserves the right to change without notice any statement in this bulletin concerning, but not limited to, curricula, courses, faculty, tuition, fees, policies and rules. If course or curriculum changes take place after you commence the program we will make every effort to implement the changes in your best interest.
FOCUSED PROGRAMS

Registration Form - Stephen M. Ross School of Business at the University of Michigan
Strategic Marketing: Competing in the Digital Age

Please mail or fax the completed registration to our offices

New Hong Kong Executive Education Asia Pacific Regional Office
Stephen M. Ross School of Business University of Michigan
12/F Winsan Tower, 98 Thomson Road, Wanchai, Hong Kong
Tel: 852.2509.9088 Fax: 852.2509.9228
Email: um-asia.exec.ed@umich.edu

If you have a Distinguished Leader Voucher, please quote your voucher reference. no: _____________________________

Registration Deadline: 4 weeks before the program Registrations are accepted on a first come, first served basis.

Participant Information

Full Name ____________________________ (As appears on the course roster and your diploma)
First Name ____________________________ Last Name ____________________________
Title of Present Position ____________________________
Company Name ____________________________
Company Address ____________________________ (Please include street address and appropriate postal code for international courier delivery)
City ____________________________ Postal Code ____________________________ Country ____________________________
Telephone ____________________________ Facsimile ____________________________
Email ____________________________ Company Website ____________________________
Department ____________________________

List language(s) in which you are fluent ____________________________

(Applicants must be proficient in English)
How Did You Hear About Us? (You May Choose More Than One)

- Advertisement
- Newspaper
- Magazine/Journals
- Promotion
- Brochure
- Catalogue
- E-mail
- Seminars/Exhibitions
- Recommendation by
  - Supervisor
  - HR/T&D
  - Past participant
  - I have attended Michigan Executive Education program(s)
- I have met with a Michigan representative

Billing Information

(Please provide the following information if the invoice should be directed to someone other than the participant)

Name ____________________________ Position Title ____________________________

Company Name ____________________________

Company Address ____________________________

City _____________ Postal Code _____________ Country _____________

Telephone _____________ Facsimile _____________ Email _____________

Person In Charge Of Executive / Management Development For Your Company

By providing this information, this person will subscribe to our mailing list for regular updates of our program information.

Name ____________________________ Position Title ____________________________

Company Name ____________________________

Company Address ____________________________

City _____________ Postal Code _____________ Country _____________

Telephone _____________ Facsimile _____________ Email _____________

Do you plan to make a hotel reservation?  
- No
- Yes - We will provide information of recommended hotels upon confirmation

By submitting this registration form, I have read and hereby agree to comply with the cancellation policy of Michigan Ross Executive Education, I also understand that payment of the program fee is required prior to the program. Upon registration, the University shall issue an invoice for payment and a confirmation via e-mail within 3 working days.

Signature / Company Chop

The University of Michigan, as an Equal Opportunity, Affirmative Action Employer, complies with applicable federal and state laws prohibiting discrimination, including Title IX of the Educational Amendments of 1972 and Section 504 of the Rehabilitation Act of 1973. It is the policy of the University of Michigan that no person, on the basis of race, sex, color, religion, national origin or ancestry, age, marital status, handicap, or Vietnam-era veteran status, shall be discriminated against in employment, educational programs and activities, or admissions. Inquiries of complaints may be addressed to the University’s Director of Affirmative Action, Title IX and Section 504 coordinator, 4005 Wolverine Tower, Ann Arbor, Michigan 48109-1281, 1734.763.1281, T.D.D. 1734.647.1388. For other University of Michigan information, call 1734.764.1817.
Rankings

Across a wide range of criteria, Michigan Ross Executive Education and the Stephen M. Ross School of Business are consistently ranked among the world’s elite institutions.

Financial Times, “Top 4th in the World for Open Enrolment Programs Executive Education Rankings 2019”
The Ross School of Business at University of Michigan is rated highest for teaching methods and faculty.

Financial Times, “Top 6th in the World for Open Enrolment Programs Executive Education Rankings 2018”
The Ross School of Business at University of Michigan is up nine places to 11th overall and sixth for clients who say they would use the school again.

The first-of-its-kind report for The Financial Times ranks schools based on the “quality and breath of business schools’ postgraduate programmes.”

This global ranking evaluated the top-rated universities, based on a survey of 6,000 academics and 2,000 recruiters.

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