

EXECUTIVE EDUCATION

STRATEGIC MARKETING FOR THE DIGITAL AGE

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



HONG KONG

October 11 - 13, 2021

**REGISTER
TODAY!**

um-asia.exec.ed@umich.edu

+852-2509-9088

TOP 10 GLOBAL PROVIDER

Financial Times, 2020

STRATEGIC MARKETING FOR THE DIGITAL AGE

Apply a new ‘digital’ framework to your current successes.

Pressure to achieve transformative results in marketing have never been greater. The digital landscape adds layers of complication to the already complex nature of our business. The ubiquity of 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 shift has challenged conventional approaches to marketing communications and put more emphasis on leveraging digital media alternatives. This program provides a perspective, developed by faculty experts and award-winning marketing practitioners (see bios, page three), that empowers leaders and organizations to thrive in today’s digital-world by turbo charging their 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. Participants will head back to work on Monday morning prepared to disrupt long-standing marketing practices (with questionable outcomes) 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

**REGISTER
TODAY!**

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

PROGRAM STRUCTURE

This three-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 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 3 Tools & Success

- Explore how digital storytelling can be harnessed as a manageable and powerful marketing tool
- Learn how to design socially-engineered content that is built to spread
- Establish a toolkit of new and pre-existing technologies for you to design more effective, digitally-integrated marketing campaigns
- Develop the ability to measure the effectiveness of digital marketing efforts through data analytics
- 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 Nestle'.



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.

THE MICHIGAN DIFFERENCE

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

Michigan Ross offers 30+ diverse open enrollment offerings and numerous custom programs annually, serving more than 4,000 executives around the world.

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 programs in Michigan (U.S.), Hong Kong or Mumbai and to experience first-hand the Michigan Ross difference.

Michigan Ross Custom Programs

Ross delivers custom executive development programs for organizations throughout the world, wherever our partners request. 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: um-asia.exec.ed@umich.edu.



REAL IMPACT:

Measurable Return On Investment

One of the United States' 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

EXECUTIVE EDUCATION

STRATEGIC MARKETING FOR THE DIGITAL AGE

“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

HONG KONG

October 11-13, 2021

\$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, lunch and coffee breaks

**REGISTER
TODAY!**

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