Texas Executive Education
The University of Texas at Austin McCombs School of Business
800.409.3932 |
ExecEd@mccombs.utexas.edu | www.mccombs.utexas.edu/ExecEd

Drive Business Performance through Marketing

In this hands-on simulation-based program, you will learn how to market effectively in a dynamic, competitive market-place.

This program is designed to help participants put theory into practice. It assumes an understanding of the fundamental concepts in marketing, through previous course or professional experience.

Armed with the basics of marketing, you will be thrown into the simulation. Along with other participants in the workshop, you will manage the business for three years and make 12 quarterly decisions. Your objective will be to outsmart and out execute the competitors built into the simulation. You will make decisions around market research, target market selection, positioning, product design, pricing, distribution channels and sales force management, and marketing communications. Using metrics generated by the simulation, you will repeatedly analyze your position, evaluate the effectiveness of your strategy, and develop and execute strategy adjustments.

Key Benefits

- Manage the real-world challenge of making decisions despite incomplete information
- Observe how a particular market changes in response to your decisions
- Recognize the interaction of your marketing decisions with others in and outside your firm
- Understand the link between marketing-strategy formulation and effective execution
- Utilize segment/customer needs analysis to make product policy/design decisions
- Understand segmentation, targeting and positioning
- Set and change price in response to market dynamics
- Manage channel conflict and maintain consistency across multiple channels
- Utilize metrics to measure firm performance as well as customer and competitor response to your actions
- Understand the relationships among customer satisfaction, customer buying patterns, customer loyalty, and firm profitability

Faculty

Kapil Jain, Ph.D.

Senior Lecturer, Department of Marketing

Dr. Kapil Jain is a Senior Lecturer in Marketing and a Fellow in the Center for Customer Insight at the McCombs School of Business. He teaches graduate courses in Marketing Management, and New Product Design and Marketing. Kapil teaches in the Executive MBA program and for Texas Executive Education programs, where he has developed extensive marketing strategy and marketing communication courses for Motorola, Texas Instruments and LG Electronics. His research and teaching interests are focused on the areas of marketing research, new product design, and consumer information processing. Kapil is an active consultant and some of his recent consultancies include Global Atmospherics, Schott Donnelly, Raytheon, City of Tucson, and the City of Phoenix. Dr. Jain's research has been presented at various prestigious national and international forums.

Kate Mackie, Ph.D.

Senior Lecturer, Department of Marketing

Dr. Kate Mackie is an award-winning Senior Lecturer in the Department of Marketing at the McCombs School of Business, as well as in MS programs at the IC2 Institute and the College of Engineering at UT-Austin. Kate has fifteen years experience in international and domestic marketing. She has worked with National Semiconductor Corporation's Systems Division and The Pillsbury Company. Kate's education includes an MBA in International Management from the American Graduate School of International Management (Thunderbird, 1974) and a Ph.D. in Educational Psychology from the University of Texas at Austin (1995). She is president of Catalystics, a company focused on coaching and facilitating ad hoc teams, managers and executives through problem solving, and process improvement projects.

Registration and Fees

The program fee includes materials, lunches and breaks. Payment guarantees your space.

You may register on-line at WWW.MCCOMBS.UTEXAS.EDU/EXECED
or call Texas Executive Education at 800.409.3932

For information on the cancellation and transfer policies:
WWW.MCCOMBS.UTEXAS.EDU/EXECED/REGISTER.ASP#CANCELLATION

Continuing Education Credits

Participants earn 1.40 continuing education units (CEU) or 14 (CPE). There are no prerequisites and a certificate of completion will be presented from Texas Executive Education.

Schedule

This two day program meets from 8:30 a.m. to 4:30 p.m. A schedule and campus map with location information will be sent approximately two weeks prior to the session with your paid registration.