

Texas Executive Education

The University of Texas at Austin **McCombs School of Business**

800.409.3932 |

ExecEd@mcombs.utexas.edu | www.mcombs.utexas.edu/ExecEd



Marketing Strategy

“As a non-business major with over 30 years of experience in a complex, high-tempo environment, the classes in Marketing, Cultural Diversity and Virtual Leadership really crystallized my understanding of these issues, and gave me new skills to better manage into the future.”

***Gary Davidson, General Director,
Union Pacific***

An organization’s ability to understand markets and create customer value is a critical factor for its long-term performance. Managers must continually tackle new challenges in their efforts to market products and services because of ever-changing markets, competitors, and environments.

To succeed, they must learn to recognize unmet customer needs, select specific ones to create compelling solutions for, and then develop and implement lean marketing programs. This program will provide the foundation for building such internally consistent marketing strategies.

Topics

- Gaining consumer insights
- Segmenting markets to find the right target
- Developing points of differentiation and positioning strategies
- Adjusting the marketing mix over the product life cycle
- Developing effective product, pricing, distribution, and promotion/communication strategies
- Creating customer value
- Analyzing competitive strategies
- Customer relationship management
- Marketing research

Key Benefits

- Understand the process of marketing strategy development
- Develop a thorough understanding of the basic concepts behind marketing strategy
- Identify unmet customer needs and learn how to satisfy them
- Learn how to balance listening to customers’ needs while helping to shape their preferences

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Faculty

Kapil Jain, Ph.D.

Senior Lecturer in the Department of Marketing. Dr. Jain is interested in new product development with a focus on marketing strategy and technology commercialization. In addition to teaching, Dr. Jain is an active consultant. His research projects have included: Dimensions of Product Complexity: An Exploration into the Synthesis of Research Perspectives; Satisfaction, Frustration, and Delight: A Framework for Understanding How Consumers Interact with Web Sites. He has received recognition for his excellence in teaching.

Kate Mackie, Ph.D.

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). Kate is president of Catalytics, 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.

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. Payment guarantees your space.