

**ON DEMAND**

Strategic Marketing

Marketing strategy is important to every business professional, not just the marketing team. In this accelerated program, executives from across all industries learn to align marketing strategies for improved business decisions about their brands, services, products and customers.

Gain an understanding of internal and external environments, product and services mix, and promotion and pricing strategies. You will learn the skills necessary to research and write an integrated marketing plan. Receive direct professor feedback to implement that plan and to effectively position your new or existing products in viable markets for success.

EARN A DIGITAL BADGE AND CERTIFICATE:

An important aspect of our programs is the ability to share your accomplishment with important stakeholders. Upon completing Strategic Marketing, you will earn a digital badge recognizing your new proficiency. Share and showcase your achievements by posting your digital badge on online resumes and social networks such as LinkedIn.

Program Faculty

Diane Badame

Professor of Clinical Marketing

Key Takeaways / Curriculum:

- Apply the skills necessary to strategically utilize marketing principles in any business setting
- Evaluate consumer buying behavior, market dynamics and their respective value chains to identify opportunities
- Analyze customers and prospects to identify their needs and profitable target markets
- Hands-on project: complete an integrated strategic marketing plan. Receive professor feedback and project notes.

Who Should Attend:

This program is beneficial to all business professionals, including marketing managers, project and product managers, looking to develop or implement marketing or business strategy. This program is especially impactful for non-marketers who have been given increased responsibility for marketing or planning and for individuals seeking organizational visibility and career advancement.

TIME REQUIREMENT

Approximately 18 to 24 hours, over 5 weeks of continuous access.

PROGRAM COST

\$995

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