

A new Executive Education program

When:
May 9-11, 2018

Where:
Georgia State's Buckhead Center
Tower Place 200
3348 Peachtree Rd. NE
Atlanta, GA

Registration and more information:
robinson.gsu.edu/profitable-growth



Engaging Customers for Profitable Growth

Learn empirical strategies to achieve maximum ROI.

Be one of the first marketing professionals to benefit from this new Executive Education program. Network and learn alongside your peers, while focusing on practical, hands-on problem-solving. You will leave with a high-caliber, cutting-edge skillset that advances your career trajectory and helps you adapt to an evolving marketing landscape today and throughout the rest of your career.

Taught by **Dr. V. Kumar**, who was named a "Marketing Legend" in the *Legends of Marketing* series, and **Dr. Tim Bohling**, an accomplished CMO known for driving success through best-in-class methodologies, their combined instruction offers the best of both worlds: knowledge based on globally renowned research and innovative industry expertise.

This program will prepare participants to:

- Operationalize a data-driven marketing strategy aligned to profitable growth
- Create and capture demand at a rate and pace to gain market share
- Engage customers with a best-in-class digital experience



Dr. V. Kumar



Dr. Tim Bohling

Program Details

During the program, you will learn how to apply data-driven, customer centric, digital first and outcome oriented marketing techniques. Through real-world case studies and hands-on projects, you will learn strategies along with an execution roadmap, including what kind of ROI to expect from each strategy.

You will learn how to:

Implement Customer Lifetime Value

- Understand why marketers must use a forward-looking metric
- Establish why CLV is the right metric
- Maximize CLV through 12 cutting-edge strategies

Maximize Customer Profitability

- Expose customers to the appropriate amount of marketing
- Decide what to upsell or cross-sell to buyers next
- Pinpoint which customers offer lucrative referrals in a B2C world
- Analyze which customers best serve as references to generate new, high-spending clients in a B2B world
- Encourage customers to provide relevant feedback for profitable innovations

Measure Return on Investment from Customer Engagement Strategy

- Measure effectiveness of customer engagement across the digital ecosystem through identifying the influencers
- Incorporate tools and techniques to understand efficacy of engagement strategy implementation
- Maximize your brand's value to realize a higher level of customer engagement
- Implement best practices to increase ROI from customer engagement strategy

The subject matter Kumar and Bohling will teach has been successfully employed by leading brands including ING, Wells Fargo, AT&T, BP, Shell, IBM, HCL Technologies, HSBC, Hewlett-Packard, Procter & Gamble, The Coca-Cola Company, American Airlines, DuPont, AOL, Ralph Lauren Corporation, Strataysys, Bristol-Myers Squibb, MGM Resorts International, Equifax and Prudential Financial.

Who Should Attend?

- Chief Marketing Officers
- Marketing VPs
- Marketing Directors
- Market Research/Intelligence Directors
- Customer Relationship Managers
- Data-Driven Marketing Leaders

When:

Wednesday, May 9:

8:30 a.m.- 4:30 p.m.

Thursday, May 10:

8:30 a.m. – 4:30 p.m.

Friday, May 11:

8:30 a.m. – 11:30 a.m.

Where:

Georgia State's Buckhead Center

Tower Place 200

3348 Peachtree Rd. NE

Atlanta, GA

Price:

\$3,100

Fee covers all costs: tuition, books and materials, Engaging Customers for Profitable Growth Certificate, breakfast and lunch, snacks, wireless Internet, on-site IT support, and parking in the Tower Place 200 parking structure.

Contact:

execed@gsu.edu

404-413-7300

Registration and more information:

robinson.gsu.edu/profitable-growth

Robinson

Follow us on social media to stay connected with Robinson



RobinsonCollege



@RobinsonCollege



robinson.gsu.edu/linkedin



@RobinsonCollege