Program Details
This program is designed to provide executives who already have deep technical or functional experience with a thorough review of the key concepts in marketing and strategy. The course begins by asking: what markets should you be in? This includes what markets should you enter, and just as importantly, when should you exit. The course then turns to tactical issues, describing how to optimize product, pricing, advertising and channel decisions. In the channel management module we describe how to work with channel partners and balance the twin demands of creating value together, while bargaining over who captures this value. The course describes the role of customer data and illustrates the most effective (and easily implemented) approaches for getting value from this data.

After completing the course participants will have learned a common language, which they can use to interact more effectively with the marketing and strategy professionals in their own firms.

Participants in the course include senior engineering, R&D, product development, project management, IT, finance, and manufacturing professionals, representing a wide range of consumer and business-to-business industries. While the program is designed for technical executives, these executives need not come from technology firms.

Takeaways
Non-marketing managers will learn to look at marketing problems through the lens of an analytical framework that will help them better understand:

- How and when to contribute to the organization’s marketing strategy
- How to collect customer data to support the product development process
- How to communicate more effectively with the marketing team

The insights gained in this program will enable participants to:

- Anticipate and take advantage of surprising inconsistencies in the customer decision process
- Evaluate market attractiveness and select target markets
- Manage the tradeoff between risk and information in the product development process
- Understand the keys to concept testing
- Form a structure for thinking about the design and management of distribution channels
- See why pricing decisions are complex and how they get made
- Manage an advertising campaign

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“A concise, structured overview of the complete spectrum of marketing activities, including how they fit into the business, and how it has changed in response to the digital revolution.”

—Gary S.
Past Participant
Read this review and others online.
Strategic Marketing for the Technical Executive

Sample Program Schedule
(subject to change)

Day 1
7:45 AM–8:30 AM: Registration and Continental Breakfast
8:30 AM–12:30 PM: Extracting Value from Customers & Delivering Value to Customers
12:30 PM–1:30 PM: Luncheon
1:30 PM–5:00 PM: Explaining Value to Customers Marketing Simulation: Matching Products to Customers
5:00 PM–6:00 PM: Reception

Day 2
7:45 AM–8:30 AM: Continental Breakfast
8:30 AM–12:00 PM: The Customer Decision Process, Marketing Strategy, Part 1, Aqualisa Quartz Case
12:00 PM–1:00 PM: Luncheon
1:00 PM–3:30 PM: Executing on a Strategy, Marketing Strategy, Part 2, Barco Projection Systems Case
3:30 PM: Adjournment

Participants
This program has been developed for general and technical executives and key members of their staff who are responsible for project management of new product design, and development and distribution, including senior managers in:

- Engineering
- Research and Development
- Product Development
- Project Management
- Information Technology
- Manufacturing Managers

Titles of past participants include:

- Business Development Director
- CEO/CTO/COO
- Executive Vice President, Finance
- Research and Development Manager
- Director of Engineering
- Director of Product Development
- Director of Product Management
- Head of Strategy and Administration
- General Manager

While the program is designed for technical executives, participants need not come from technology firms. Some organizations of past participants include:

- Fidelity Investments
- Corning
- InterDigital Communications
- Raytheon
- Novartis
- FedEx
- Philadelphia Museum of Art
- Ernst & Young
- Kraft Foods
- Dell
- Whirlpool
- HP
- Medtronic
- Stonyfield
- Texas Children’s Hospital

Program Faculty
Catherine Tucker
Mark Hyman, Jr. Career Development Professor, Associate Professor of Marketing

“"This program offered outstanding insight into contemporary marketing strategy. It provided solid information related to consumer behavior, value chain dynamics, and applied case analyses.””

—David M.
Past Participant
Read this review and others online.

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