

ANDERSON CENTER

MARKETING
FORUM

The Marketing Forum is ideally suited for senior and mid-level managers responsible for organizational marketing efforts. The forum is designed to assist leaders in understanding the interplay of key marketing tactics and the essential integration with overall corporate and organizational strategy. This three-day forum is a comprehensive program for practical success and includes cases and activities that break down the “marketing mix” and give participants tools to apply to their organizations.

Objectives of the Marketing Forum:

- Exploring marketing strategy and tactics through analysis of the marketing mix—product, price, place and promotion.
- Integrating the four components of the marketing mix, including additional concepts and tools, into a final case study analysis and exercise applied to participants’ own organizations.
- Developing a systematic approach to analyzing marketing challenges and opportunities.
- Providing resources for post-forum learning and application.
- Networking with Marketing Forum and other Center alumni for ongoing learning and development opportunities.

Teaching Team:

The Teaching Team for the Marketing Forum is comprised of certified Discussion Leaders with backgrounds in the specific topics being covered in each case. This teaching team brings a wealth of experience from the business world, and experience in facilitating cases for the Anderson Center. View biographies for the teaching team at: www.anderson-center.org



Forum Leader
Jeff Murphy



Forum Leader
Kathy Spanier



Discussion Leader
Earl Edeburn



Discussion Leader
Jolene Nelson-Helm



Discussion Leader
Brad Pieper

Forum Fees:

The fee for the 3 day Marketing Forum is \$2,300. The fee covers tuition, case materials, meals and lodging. Nonprofit organizations receive a 20% discount. Individuals and small or early stage organizations interested in attending an Anderson Center forum, with limited ability to pay, should inquire about scholarship opportunities.

Contact and Registration Information:

For questions regarding the Marketing Forum, contact Rebecca Gross, Forum Coordinator:

rebecca@anderson-center.org

320.251.5240

For registration information, visit:

www.anderson-center.org



“The knowledge and skills I absorbed during each day of the Marketing Forum were more than I could have imagined.”

Tami Merkins, Marketing Coordinator, TechMix

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