

MARKETING FORUM

Available as a private forum for your team and as a public forum in some calendar years.

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 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.

Forum Objectives

- 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.

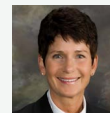
Teaching Team

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.

DISCUSSION LEADERS



Jeff Murphy
General Manager, Wendell’s, Inc.
Forum Leader



Kathy Spanier
Marketing Consultant, Advanced
Organizational Excellence



Earl Edeburn
President, BerganKDV



Jolene Nelson-Helm
Principal, Astrion Partners