

EXECUTIVE EDUCATION

GRADUATE CERTIFICATE IN CUSTOMER-FOCUSED STRATEGY



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GRADUATE CERTIFICATE IN CUSTOMER-FOCUSED STRATEGY

Customers are a company's largest source of cash flow. To be successful at growing their customer base, firms need to go beyond marketing communication and focus on marketing strategy. This course will help participants take a strategic approach to understanding marketing. You will learn how to understand and articulate a marketing strategy plan that is based on customer value. You will also learn how to capture customer-value through strategic pricing, communicate customer value, measure customer value, and then define value for new products and technology. Each class will use lectures, cases, and in-depth discussions to deliver the concepts.

Who Should Attend

The course will benefit those who want to improve their strategic marketing skills beyond the communication and branding function. Participants are required to take module 1 before they are eligible to take modules 2-5.

Length of Program

Certificate – 7 days (5 modules)

Individual Modules – Module 1 (3 days), Modules 2-5 (1 day each)

Specific program dates can be found online at:
business.rice.edu/ee

Cost

Certificate – \$7,995

Module 1 (3 days): \$3,750

Modules 2-5 (1 day each): \$1,250 each

The program fee includes all educational materials, instruction, breakfast, lunches, snacks, parking, a commemorative gift, and a certificate of completion.

Group Discounts

Groups of three (3) or more receive a 10% discount off the program cost. Line up your team now!

CPE Credits Are Available

PROGRAM FOCUS (Individual Modules)

Understanding Customer Value & Firm Strategy

Module 1 Learning Objectives:

- Learn to focus firm resources in a profitable manner
- Learn how to write a positioning statement that can focus a firm's strategy to fulfill customer needs and extract customer value.
- Understand the elements of delivering a positioning statement-based value to customers

Capturing Customer Value Through Strategic Pricing

Module 2 Learning Objectives:

- Understand how to develop pricing strategies based on customer value perceptions
- Gain an understanding of behavioral elements of strategic pricing
- Learn how to create and analyze pricing

Communicating Customer Value

Module 3 Learning Objectives:

- Learn to use the means-ends-chain to understand and communicate value
- Develop communication strategies that resonate with customers
- Understand the hierarchy-of-effects for communication success

Customer Analytics To Measure and Communicate Customer Value

Module 4 Learning Objectives:

- Develop an understanding of measuring, monetizing, and maximizing customer lifetime value
- Learn to create importance performance charts to identify areas of importance
- Learn to use customer satisfaction surveys to identify attributes and benefits that should become strategic priorities

Defining Value For New Products and Technology Commercialization

Module 5 Learning Objectives:

- Understand how to measure values from a customer's point of view
- Study how to estimate demand for new products using intentions surveys
- Learn customer input in the product-commercialization process

FACULTY



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