This is your unique opportunity to build your marketing knowledge and skills under the guidance of Dr. V. Kumar who is consistently recognized as one of the world's foremost experts in marketing and branding. Dr. Kumar and his team of world-class marketing professors will introduce you to best practices in brand management, database marketing, social media marketing, and profitable customer engagement strategies.

**The program benefits:**
- Understand best practices in database and social media marketing
- Develop profitable customer engagement practices and strategies
- Utilize a marketing planning model that delivers a more powerful brand
- Gain a competitive advantage through business intelligence tools
- Maximize your ROI through innovative marketing practices

**The program faculty:**

**V. KUMAR, PH.D. (FACULTY DIRECTOR)**
Dr. Kumar is the Richard and Susan Lenny Distinguished Chair in Marketing and the executive director of the Center for Excellence in Brand and Customer Management at the J. Mack Robinson College of Business. Dr. Kumar was listed amongst the top five scholars in marketing worldwide. His pioneering research in Customer Loyalty and Customer Lifetime Value has received global recognition and awards.

**DENISH SHAH, PH.D.**
Assistant Professor of Marketing and assistant director, Center for Excellence in Brand and Customer Management. Dr. Shah specializes in digital and social media marketing

**NITA UMASHANKAR, PH.D.**
Assistant Professor of Marketing specializing in strategy, services marketing, marketing research, customer service innovations, and cross-cultural marketing.

*The reverse side of this brochure provides daily agendas and registration details.*
Pre-Program Online Content
Welcome to the world of blended learning!
The Certificate Program in Marketing Excellence is a four-day program with three days of live-classroom time at the GSU Buckhead Center and also ½-day of content completed self-paced online before you attend the program and another ½-day of content completed online after the program.

Day 1: Tuesday
Strategies for Driving Profitable Customer Engagement
- Note: The online pre-work is an introduction to key concepts
- Develop marketing strategies that drive sales and profitable growth
- Learn how to measure and maximize customer lifetime value (CLV)
- Introduction to the importance of customer referral value (CRV)
- Measure the monetary value of word-of-mouth advertising
- Understand customer influence and customer knowledge

Day 2: Wednesday
Database Marketing, Digital/Social Media Marketing and Business Intelligence
- Understand the difference between direct marketing and other forms of marketing
- Learn about the importance of data, customer sophistication and technological advances
- Develop direct marketing strategies based on clear understanding of digital marketing principles
- Identify the best practices in digital and social media marketing that drive customer loyalty
- Gathering and analyzing marketplace information; and generating actionable insights

Day 3: Thursday
Brand Management, Marketing Innovations, Integration and Implementation
- Introduction to brand management best practices and the Brand Equity Model
- Define, build and measure Customer Brand Value; an innovative Video Case Study
- Applying the techniques to your marketing challenge
- Develop a short-range and long-range strategy
- Putting the pieces together

Post-Program Online Content
Welcome to the new Marketing Excellence Online Community!
Special Note: Once you complete the classroom portion of the program you will be part of the new Marketing Excellence online community that will provide more educational content that will help you reach your potential as a highly-valued marketing and branding professional. The online community is powered by Jubi.

Discounts
Early Bird Registration (5%)
Companies Sending a Team, Non-Profits, and Military (10%)
Past Program Participants (10%)
GSU Alumni and Students (25%)
GSU Full-Time Employees (50%)

The Registration Process
You can access full program details and register online at www.execed.gsu.edu
Begin by selecting Certificate Programs option and then Marketing Excellence and then the Details/Registration tab

For More Information, Contact:
GSU Robinson Executive Education Center at 404-413-7300 or via email at execed@gsu.edu

Disclaimer:
Program content and instructors may change slightly due to new developments in marketing and branding education.