

# MARKETING INNOVATION



## WHEN

Nov 4 – 5, 2021

## PRICE

\$4,100

## WHERE

Live Online - Zoom

## EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

You've created an innovative new product or service that could revolutionize your industry, but do you know how to successfully bring it to market? This program is designed to provide executives who have deep technical or functional experience with a thorough review and understanding of how to leverage key marketing concepts as they relate to new innovations and products. *Marketing Innovation* also covers new digital techniques and the evolution of marketing as a data-driven science. You'll learn how to evaluate market attractiveness, think about the design and management of distribution channels, understand pricing architectures, and interact more effectively with marketing and strategy professionals. Through real-world examples, you'll discover a practical, strategic approach to understanding consumer decision making, analyzing company strengths, and assessing the competition.

Please visit our website for the most current information.

[executive.mit.edu/mkt](https://executive.mit.edu/mkt)

**MIT**  
**MANAGEMENT**  
EXECUTIVE EDUCATION

## FACULTY\*



Catherine Tucker

*\*Please note, faculty may be subject to change.*

## TAKEAWAYS

In this program, you will learn to:

- Develop a strategic framework for assessing market opportunities
- Anticipate and take advantage of surprising inconsistencies in the customer decision process
- Leverage pricing architectures best positioned to help capture value
- Choose the digital marketing channels best suited for their product and market
- Communicate more effectively with your marketing team

## WHO SHOULD ATTEND

- Senior engineering, R&D, product development, project management, IT, finance, and manufacturing professionals from consumer and business-to-business industries
- Technical executives with less experience in marketing
- Non-marketing managers
- Marketing professionals who want to discuss new marketing techniques and their application to innovation



*Besides being highly practical and delivering straightforward content to a large audience, Marketing Innovation has a huge ROI in terms of actionable takeaways; it is not just what you will learn how to do with method, it is also certainly about what mistakes you will never do again.*

**OVERALL RATING** | ★ ★ ★ ★ ★

– Frederic B

## CONTACT INFORMATION

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