

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 fundamental 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

MIT Sloan Executive Education

P +1-617-253-7166 | **E** sloanexeced@mit.edu

executive.mit.edu

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