

MARKETING DIRECTORS' PROGRAMME:

Leading profitable growth in
your organisation

Cranfield
UNIVERSITY
School of Management



Transforming
knowledge
into action



OVERVIEW

There has been a worrying trend for marketing to become increasingly tactical and less involved in strategic decision making. Few companies now have Marketing Directors at main Board level, where strategy is determined. But, at Cranfield, we believe that marketing has a critical strategic role and, done properly, can contribute enormously to organisational performance.

This course is for Marketing Directors and Leaders who share our values about putting marketing back onto the strategic agenda. Cranfield's flagship marketing programme celebrates its 28th anniversary and never has it been more relevant. Businesses must rediscover how to build new markets with innovative offers.

The **Marketing Directors' Programme** provides insight and practical guidance needed for such strategic directions. By the end of the programme, you will become a more effective Marketing Leader with the credibility and confidence to drive new growth opportunities, bolster innovation and lead customer-led change in your organisation.

Please see [website](#) for dates and fees.

DURATION

3 days, residential

TO BOOK CONTACT:

T: +44 (0) 1234 754570

E: som.action@cranfield.ac.uk



Book online at www.cranfield.ac.uk/som/mdp

KEY BENEFITS

- Renewed understanding of the latest strategic marketing thinking
- New core competences to meet your business challenges
- Improved ability to collaborate with cross functional groups to help deliver growth, innovation and customer led solutions
- Develop your influence with the board and your credibility by being more accountable.

CORE CONTENT

- Operating at Board level: Developing a strategic focus and plan, being accountable and not just measurable
- Leading exceptional customer-facing organisations: Co-creating value with customers and having the power and influence to lead change on behalf of them
- Breakthrough innovation in marketing: Understanding unmet customer needs better and developing a strategic marketing organisation to exploit them.

Companies that have already benefitted from the **Marketing Directors' Programme** include:

- | | |
|----------------------------|-----------------------|
| • British Sky Broadcasting | • Adnams plc |
| • BAE Systems | • The Open University |
| • Ernst & Young | • Shropshire Council |
| • The Met Office | • Neopost Ltd |

General Enquiries:

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DELEGATE PROFILE

- Senior marketers and non-marketing executives with general management responsibility
- Marketing Directors, Chief Marketing Officers, and Marketing Managers responsible for marketing strategy
- Middle Managers about to lead a marketing group are also encouraged to attend.

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I HAVE GAINED A BETTER UNDERSTANDING OF CURRENT STRATEGIC MARKETING KNOWLEDGE/ THINKING. THE MARKETING DIRECTORS' PROGRAMME WAS EXCELLENT AND ABSOLUTELY INSPIRING. I ASK MYSELF WHY I DIDN'T TAKE THE COURSE YEARS AGO. I CAN'T WAIT TO GET BACK TO WORK TO PUT SOME OF WHAT I LEARNT INTO PRACTICE.

Ruth Staunton

SALES & MARKETING DIRECTOR
BMJ PUBLISHING GROUP LTD

TIMETABLE

DAY 1: OPERATING AT BOARD LEVEL

- The challenge of marketing leadership
- Strategic marketing
- BPB Case
- Poster session.

DAY 2: LEADING GROWTH AND INNOVATION

- Breakthrough Innovation
- Value co-creation and customer experience
- Multi-channel experience
- Poster session.

DAY 3: BUILDING POWER AND INFLUENCE

- Power, politics and Influence
- Marketing accountability
- Wrap-up poster session.



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PROGRAMME LEADERS

DR STAN MAKLAN MSc(Economics) MBA PhD **Senior Lecturer in Strategic Marketing**

Stan has worked with leading telecommunications, computing, consumer products, defence, automotive, electricity, water and professional services companies. Stan began his career with Unilever; Canada, UK and Sweden, where he was Marketing Director of its Toiletries business. He then spent 10 years as a management consultant before establishing CSC UK's Customer Relationship Management practice and then moved to a role within its European Consulting and global management research unit (Research Services).

Stan has recently co-authored "Marketing Value Metrics: A new metrics model to measure marketing effectiveness" alongside Professor Malcolm McDonald and Peter Mouncey of Cranfield School of Management.



PROFESSOR HUGH WILSON MA(Oxon) dipCompSci(Cantab) PhD **Professor in Strategic Marketing**

Prior to joining Cranfield, Hugh had 20 years' experience with IBM, Logica CMG, Xerox and others in consulting, product management and marketing strategy. He has advised the UK's Service Transformation Board, the Varney Review and NHS Direct on cost and experience transformation in public services.

Hugh is listed in the Chartered Institute of Marketing's Guru Gallery of the 50 leading marketing thinkers alive in the world today, and has been honoured by the UK's Secretary of State for Business, Innovation and Skills and Tim Berners-Lee as one of the hundred individuals who have had most influence over the development of e-commerce, according to a NOP poll of practitioners and an expert panel.



PROFESSOR MALCOLM McDONALD MA (Oxon) MSc PhD DLitt FCIM FRSA **Emeritus Professor**

Malcolm has extensive industrial experience, including a number of years as Marketing and Sales Director of Canada Dry. He has also trained sales people and sales managers for multinational companies such as SKF and Alfa Laval.

Malcolm works with the operating boards of the world's biggest multinational companies, such as IBM and BP, in most countries in the world.

He has written over forty books, including the best seller "Marketing Plans; how to prepare them; how to use them" and many of his papers have been published. Current interests are the measurement of the financial impact of marketing expenditure and global best practice key account management.



CRANFIELD MANAGEMENT DEVELOPMENT CENTRE

Our Open Executive Programmes are held at the Cranfield Management Development Centre (CMDC). Full board accommodation (where applicable) and all sessions are usually held at this specifically designed conference centre which has an established reputation for being one of the best centres in the country.

Located in a rural, tranquil setting on the Bedfordshire/Buckinghamshire border, CMDC is conveniently situated by the M1 motorway, railway stations and major airports. We even have an airport on site!

TAKING CARE OF YOUR EVERY NEED

We understand that development doesn't only happen in the lecture

room. That is why the CMDC provides inviting lounge areas where you can network with your colleagues, restaurants that allow conversation to flow easily as you enjoy the excellent cuisine, and fitness facilities, including a swimming pool, sauna and exercise room, to relax and invigorate you at the end of the day.

A HOME FROM HOME

After a hard day's learning, lie back and relax in one of the 186 modern en-suite bedrooms, all of which are designed to make you feel at home. The amenities include free Wi-Fi, freeview television, a great working area with appropriate light and desk space and a music centre to help you unwind.



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PLEASE BE AWARE:

The information in this brochure was correct at the time of going to press. However, as part of the on-going development of our programmes, delegates, leading academics and practitioners continually review the programmes and their content.

We have made every effort to use accurate descriptions, images, quotations and references but errors and omissions may occur and are expected. Please check the programme page on the website for the latest information, fees and offers.

Cranfield School of Management reserves the right to amend the published programmes. For full terms and conditions please see our website:

www.cranfield.ac.uk/som/executive/tc

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