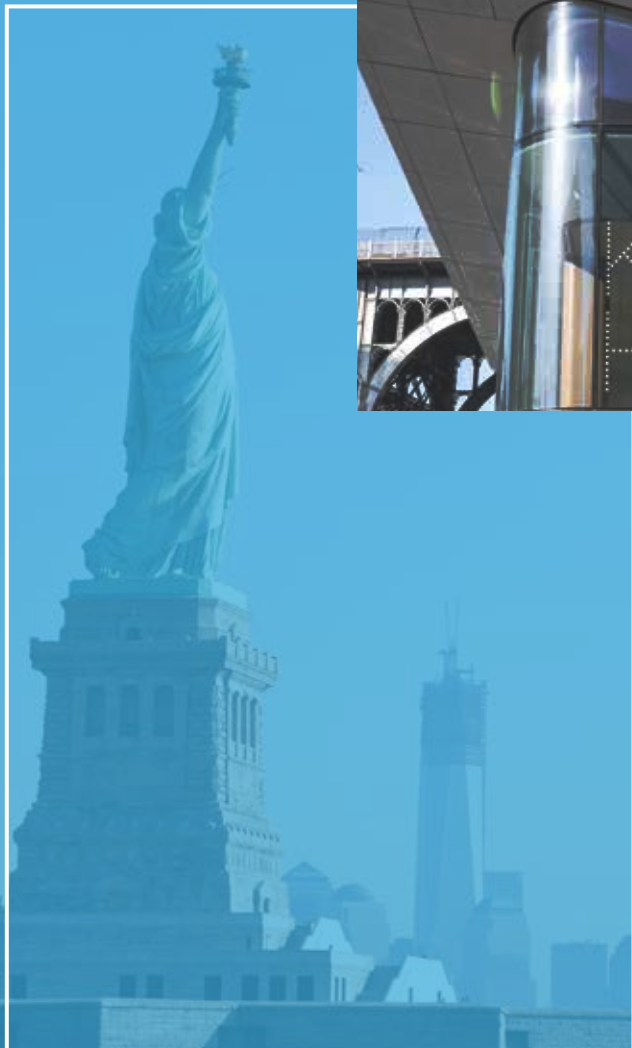
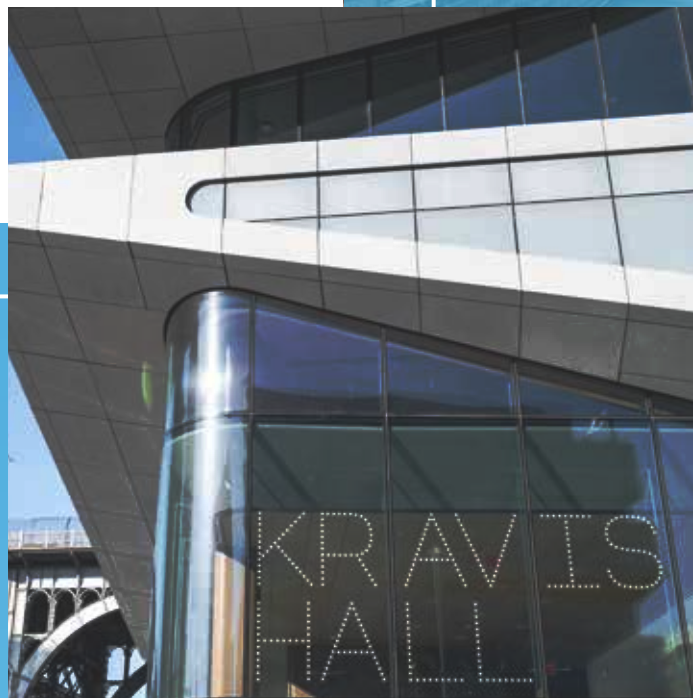




Chief Marketing Officer Program



Columbia Business School is the only Ivy League institution that delivers a learning experience where academic excellence meets real-time exposure to the pulse of business in New York City.



Established in 1916, Columbia Business School is among the most prestigious business schools in the world.

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Introduction

The focus of Chief Marketing Officers (CMOs) has shifted and expanded well beyond advertising and communications. Traditionally, CMOs were responsible for promoting, communicating, and selling products and services. Now they must embrace a more strategic position focused on data-driven insights, revenue generation, and a customer-centric approach—including customer concerns around corporate responsibility, sustainability, and ethics.

The role of the CMO today includes a broad range of responsibilities across the organization—from technology and digitalization to business development and data protection. Recognizing this paradigm shift, today's marketing leaders have a chance to make a significant impact in their own sphere, their organization, and the industry at large.



Program Overview

Columbia Business School Executive Education's multimodal Chief Marketing Officer Program will help you adapt to these changing dynamics and excel in this diversified role. You will discover new strategies to strengthen customer relationships and take on a leadership position to achieve sustainable business growth.

This learning journey of 9 to 12 months includes core sessions and a choice of online, live online, and in-person electives. The program explores critical business concepts centered around innovation, disruption, and the application of data analytics to drive overall marketing strategies. During interactive sessions and fireside chats, you will discover the application of original solutions and thinking patterns that generate new and valuable ideas. You will learn to analyze data and implement a multichannel marketing plan for a seamless customer experience across digital and traditional touchpoints. Additionally, you will explore how to create and manage disruptions to upend outdated models.

At the end of the program journey, you will be better prepared to partner with cross-functional teams, define a credible brand identity, and execute successful marketing strategies. At an organizational level, you will be able to optimize a measurable return on investment and establish a results-oriented road map. You will also be primed to align marketing strategy with larger business goals, foster collaboration with other C-suite leaders, and help your company attain industry leadership.

The Chief Marketing Officer Program is led by Columbia faculty and industry experts who are sought after for their cutting-edge research and insights. The program's blend of core modules and relevant electives promises a rewarding learning

experience. While steeped in traditional marketing fundamentals, the program's curriculum examines forward-focused doctrines that will help you rise above as a successful leader in the digital age.



of organizations see CMOs as the connective tissue between different lines of business.

Source: Accenture Interactive



of CMOs report their ability to lead organizational growth and change is now essential to their professional success.

Source: IBM Institute for Business Value

Program Highlights



Core Curriculum

Kick-start your program journey with 18 weeks of online learning, imparting essential skills for marketing management



Weekly Live Sessions

Experience live online sessions with success coaches as well as periodic guest lectures from faculty, industry leaders, and career advisors



World-Renowned Faculty

Learn from Columbia faculty who bring rich experience to the classroom



Peer Learning

Interact with and learn from high-achieving peers from around the globe and build your network



Flexible Learning Journey

Customize your program experience by selecting from a range of topical electives and gain skill sets specific to your career goals



Success Coach

Craft your learning journey in line with your career goals with a success coach assigned to your cohort



Practitioner Insights

Interact with industry experts during the program to gain actionable insights and implement learning into practice



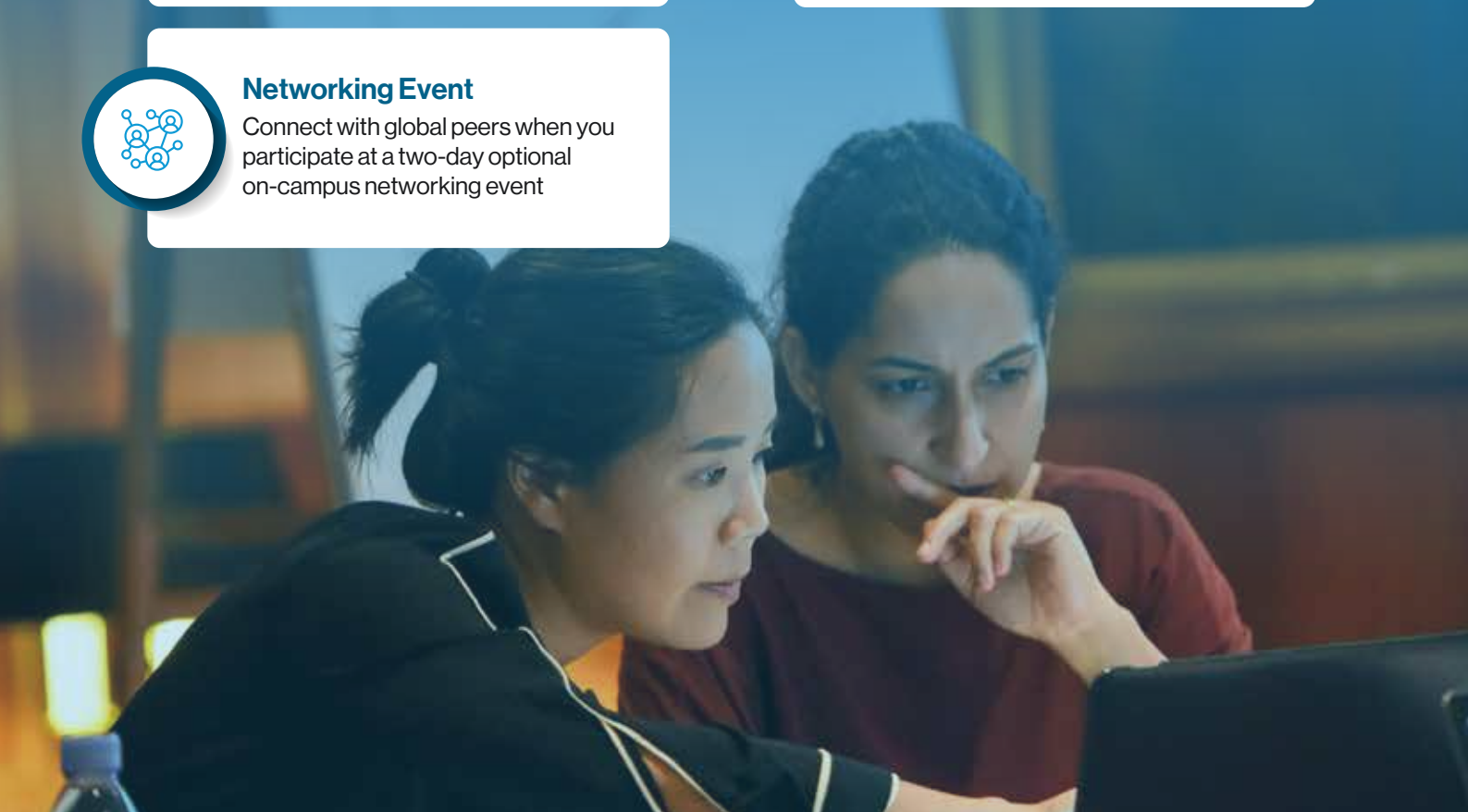
CIBE Holder Benefits

Receive select Columbia Business School alumni benefits upon completion of the program and become part of a distinguished global community



Networking Event

Connect with global peers when you participate at a two-day optional on-campus networking event



Program Curriculum

A multimodal educational experience, the Chief Marketing Officer Program is a must for seasoned marketing professionals who want to extend their reach and influence. The comprehensive curriculum combines live sessions conducted by a learning facilitator and faculty—along with online guest lectures and fireside chats. The flexible format allows for peer-to-peer engagement and exploration of “try it” activities as well as practical case studies. The program culminates in a two-day optional on-campus networking event where you can connect with global peers across diverse industries.



Program Orientation

June 2024



Core Modules: Online

18 Weeks

- Customer Centricity and Analytics
- Marketing Strategy
- Agile Marketing and Execution



Online Electives

Six Weeks Each (Select Two)

- B2B Marketing Strategy
- Customer Experience Strategy
- Digital Marketing
- Product Management Methodologies
- Sales Team Management Strategies



Open-Enrollment Electives: In Person

(Select One)

Choose one program as an elective from a limited selection of Columbia's Open-Enrollment programs.* **Click** to learn more.

**Restrictions based on program length and approval of program leader.*



On-Campus Networking Event | Two Days*

**Meet your cohort peers and faculty in person on the Columbia Business School campus in New York City during an optional two-day networking event. This event provides you an opportunity to network with your peers as well as professionals from other cohorts to create a lifelong community of global executives.*

Core Modules

The program's core modules will address critical issues facing marketing leaders today. Over 18 weeks, you will explore the importance of quantifying your company's return on marketing investment with respect to its digital proficiency and gain the necessary knowledge and frameworks to excel as a forward-thinking contemporary CMO.

► Customer Centricity and Analytics

- Customer Centricity
- Measuring Customer Lifetime Value (CLV)
- Segmentation and Targeting in a Data-Driven World
- Positioning in the Digital Era
- Measuring Consumer Preferences
- Emerging Trends in Marketing Analytics

► Marketing Strategy

- Building Successful Brands
- Communicating the Brand
- Going to Market
- Product Strategy
- Pricing Strategy
- Marketing Strategy: Pulling It All Together

► Agile Marketing and Execution

- Foundation of Innovation
- Systematic Approaches to Creativity
- Digital Marketing
- Leveraging Brands
- Decision Making in the C-Suite

Case Studies

Drawing from the extensive research and expertise of Columbia's esteemed faculty, you will examine analytical cases based on practical real-world marketing and business issues. Through experiential learning and exploratory discussions, you will share insights into and find innovative solutions for the overarching concerns and challenges you are confronted with every day.

Program case studies include:



Myanmar: The Case of Ooredoo

By studying Ooredoo and Telenor's marketing strategy in providing mobile financial services in Myanmar, you will determine which investment strategies are most effective to explore the drivers and metrics of CLV to improve customer acquisition and retention.



Amazon

Through this case study, you will examine how traditional retailers can redefine their business models to stay competitive in today's digital world. You will also prepare a positioning statement for the digital giant.



Chase Sapphire

This capstone case study will consider the reasons Chase Sapphire pursued the millennial customer for its successful reserve credit card offer, why customers signed up so readily, and whether its bonus point offer was a good investment strategy.



Becton Dickinson

In this case study, you will analyze Becton Dickinson's negotiation and cost strategies as well as the long-term effects of drug regulation on the industry. You will then prepare a positioning statement explaining the company's brand identity.



Starbucks

This case study will explore the coffee conglomerate's success story by examining the impact of shifting consumer spends, investments in new products, and a return to core values.



The Economist

In compiling a positioning statement, you will examine *The Economist's* value proposition, target customers, their business model, and how they have remained relevant and competitive in the age of digital media outlets.

Online Electives

A relevant mix of two online electives will supplement the program's core modules, allowing you to broaden your experience and tailor your career trajectory. These two six-week sessions will offer an opportunity to explore content that delves into on-trend marketing innovations, positive disruption strategies, and new ways to implement customer-focused initiatives. Lessons learned will reveal how you can make a significant measurable impact on your organization's bottom line and reimagine its customer experience.

- ▶ **B2B Marketing Strategy**
- ▶ **Customer Experience Strategy**
- ▶ **Digital Marketing**
- ▶ **Product Management Methodologies**
- ▶ **Sales Team Management Strategies**

Note: Electives are subject to change.



Open-Enrollment Electives

With a focus on relevant specializations, a choice of one in-class open-enrollment topic will afford you a deep dive into some common as well as more complex issues of the day. Designed to provide you with concrete strategies and tools to support marketing decisions that are aligned with your organization's business goals, the program's takeaways will position you as a growth driver prepared to take advantage of new ways of doing business and facilitate long-term value creation. Some of the examples include:

- ▶ **Behavioral Science in Business**
- ▶ **Developing and Leading High-Performance Teams**
- ▶ **Driving Strategic Impact**
- ▶ **Finance and Accounting for the Nonfinancial Executive**
- ▶ **Leading in a Data-Driven World: Developing Quantitative Intuition**
- ▶ **Persuasion Strategies**

Note: While Columbia Business School Executive Education will attempt to accommodate participant preference selections, we cannot guarantee that all preferences will be granted due to the high demand for our open-enrollment programs.

Electives are subject to change.



Meet the Faculty

Columbia Business School Executive Education's faculty are among the most respected in the world. They are known globally for their business acumen, insightful approaches, and industry expertise. As a participant in the Chief Marketing Officer Program, you will learn from thought leaders as well as eminent guest speakers and marketing specialists who bring a range of engaging and provocative perspectives to the classroom.

Oded Netzer

*Arthur J. Samberg
Professor of Business,
Columbia Business School*

Oded Netzer's expertise centers on one of the major business challenges of the data-rich environment: developing quantitative methods that leverage data to gain a deeper understanding of customer behavior and guide firms' decisions.

He focuses primarily on building statistical and econometric models to measure consumer preferences and understand how customer choices change over time and across contexts. Most notably, Netzer has developed a framework for managing firms' customer bases through dynamic segmentation. More recently, his research has been focusing on leveraging text-mining techniques for business applications.



Contributing Faculty



Silvia Belleza

Gantcher Associate
Professor of Business
Columbia Business School



Melanie Brucks

Assistant Professor of
Business, Marketing
Columbia Business School



Jennifer Fernandez

Lecturer of Marketing
Columbia University
School of Professional
Studies



Christopher J. Frank

Adjunct Professor of
Marketing
Columbia Business School



Kinshuk Jerath

Professor of Business,
Marketing
Columbia Business School



Mark Sarvary

Former CEO of
Tempur-Sealy



Miklos Sarvary

Carson Family Professor
of Business;
Co-Faculty Director, Media
and Technology Program
Columbia Business School



Rom Schrift

Associate Professor of
Marketing
Indiana University,
Kelley School of Business

Note: Faculty are subject to change.

Certificate in Business Excellence



Upon completion of the Venture Capital Private Equity Program, participants are awarded the Certificate in Business Excellence from Columbia Business School Executive Education. The certificate is a recognition of their achievement and the investment they and their organization have made in their education and development.

As a Certificate in Business Excellence holder, you will receive a 25 percent tuition benefit for full-price Executive Education in-person programs lasting three and four days and all full-price online programs.

Exclusions apply**

Certificate holders will also be awarded select Columbia Business School Alumni benefits.

Your digitally verified certificate will be issued in your legal name and emailed to you, at no additional cost, upon completion of the program, including all modules of the program (online, in person, or live online, inter-module). All certificate images are for illustrative purposes only and may be subject to change at the discretion of Columbia Business School Executive Education.

Select Alumni Benefits



Access to Columbia Business School Alumni Career Services resources, including unique career content, a job board, an online networking platform, the alumni directory, and more



Invitations to alumni events and programs around the world



Eligibility to join Columbia Business School alumni clubs



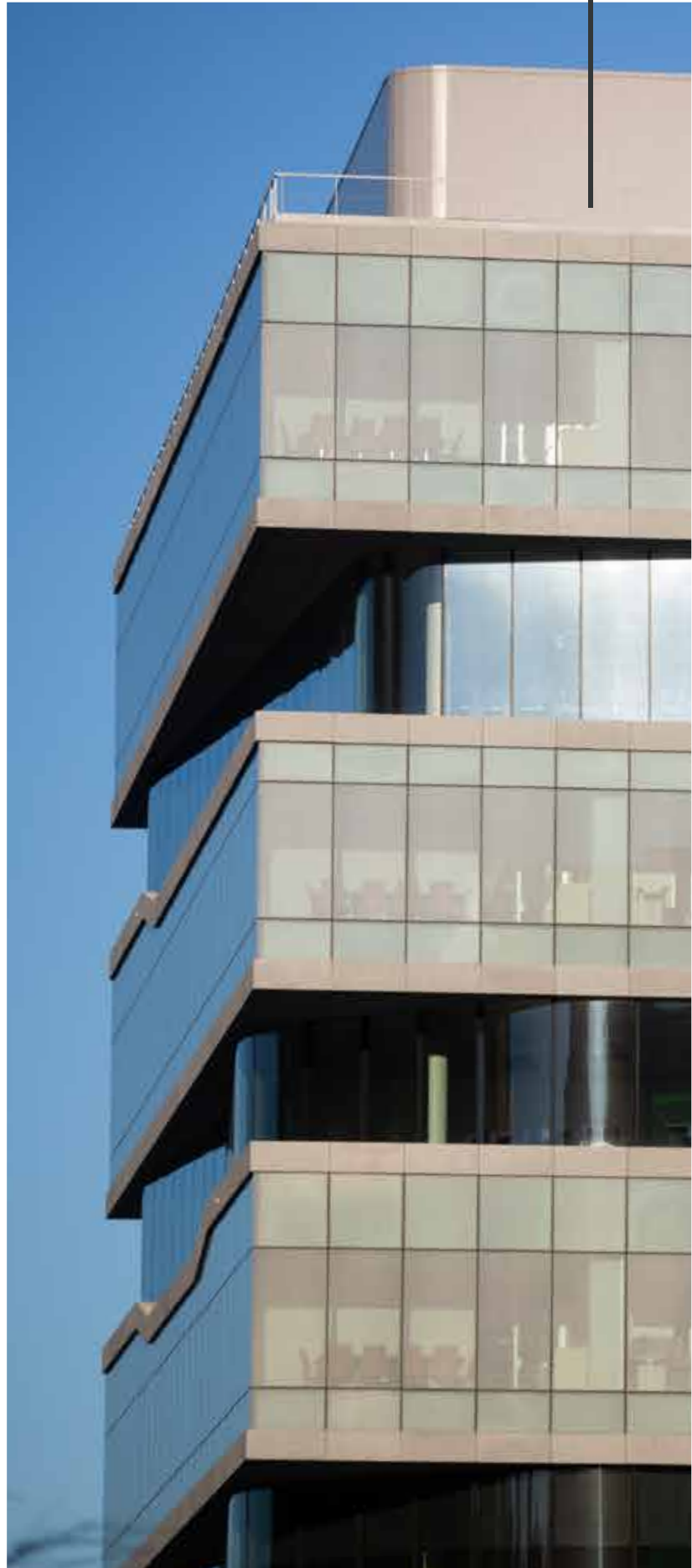
Global networking opportunities



Lifetime Columbia Business School forwarding email address



Subscription to our alumni publication *Columbia Business*



Participant Profile



The ideal candidate for the Chief Marketing Officer Program is someone ready to make significant changes in today's fast-evolving marketing environment. Suitable for mid-career or high-potential professionals eager to broaden exposure beyond the marketing function, the program is perfect if you are looking to leverage marketing opportunities and drive process improvement. You will also benefit from the program if you are an entrepreneur, consultant, or someone in charge of sales or demand generation interested in refreshing your skill sets and discovering new frameworks to formulate your company's future marketing road map.

Participants should have:

- ▶ A minimum of 10 years of work experience in marketing
- ▶ Fluency in written and spoken English
- ▶ International exposure (preferred)

Application Details

To apply to the program, please complete the online application form.

Apply Now

Application Deadlines and Fees

Round 1

Date: March 19, 2024
Fee: US\$200

Round 2

Date: April 16, 2024
Fee: US\$200

Round 3

Date: May 14, 2024
Fee: US\$200

Round 4

Date: June 05, 2024
Fee: US\$200

Program Fee: US\$28,000

Inclusions: Teaching fees, all academic material, and access to online coursework.

Exclusions: Accommodation for the in-person elective, travel expenses (domestic, international, visa fee, and more), and other expenses not specifically mentioned in the fees.

Please note that admissions to the program are evaluated on a rolling basis. We strongly recommend that interested participants apply early. The two-day optional on-campus networking event takes place in the United States. For those applicants who need a visa to travel to the United States, it is recommended that you apply early to allow sufficient time for your visa processing formalities.



About Columbia University



Columbia University was founded in 1754 as King's College by royal charter of King George II of England. It is the oldest institution of higher learning in the state of New York and the fifth oldest in the United States. After the American Revolution, King's College briefly became a state entity and was renamed Columbia College in 1784.

Columbia administers the Pulitzer Prizes annually. 84 Nobel laureates have been affiliated with the University as students, faculty, or staff—the second most of any institution in the world. Columbia is one of the 14 founding members of the Association of American Universities and was the first school in the United States to grant the MD degree. Today, the University operates Columbia Global Centers overseas in Amman, Beijing, Istanbul, Mumbai, Nairobi, Paris, Rio de Janeiro, Santiago, and Tunis.

Notable alumni and former students of the University and its predecessor, King's College, include:

- ▶ 5 Founding Fathers of the United States
- ▶ 9 Justices of the United States Supreme Court
- ▶ 20 current billionaires
- ▶ 28 Academy Award winners
- ▶ 29 Heads of State, including 3 United States Presidents

About Columbia Business School

Columbia Business School is the business school of Columbia University. It was established in 1916 to provide business training and professional preparation for undergraduate and graduate Columbia University students. It is one of six Ivy League business schools, and its admission process is among the most selective of top business schools.

Columbia Business School is one of the world's leading business schools and prides itself on its excellent faculty who provide students with superior knowledge and thought leadership across divisions and disciplines. Its location in New York City and strong ties to industry offer students access to top business minds, and the diverse community spans sectors and nations, making an impact in small startups as well as established industries.

Columbia Business School is perhaps best known for value investing and the seminal work completed in that area by professors Benjamin Graham and David Dodd. It is affiliated with 13 winners of the Nobel Prize in Economics, including former professor Robert Mundell and current professors Joseph Stiglitz and Edmund Phelps—more than any other business school in the United States. The school has an international emphasis, and many alumni have achieved distinction in the public as well as the private sector.





Columbia Business School Executive Education is collaborating with online education provider Emeritus to offer a portfolio of high-impact programs. These programs leverage Columbia Business School Executive Education's thought leadership in management practice developed over years of research, teaching, and application.

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Apply Now

Schedule a Call