Yale School of Management
Global Branding in the Digital Era

Build and lead your customer-focused organization in today’s transformed marketplace with the latest research from thought leaders in academia and industry.

With the rapid global evolution of digital media, brands have more ways than ever to differentiate themselves. This program, presented jointly by the Yale School of Management, CKGSB and WPP guides CMOs and other C-suite executives from China, the US and elsewhere to build and lead customer-focused organizations for today’s digital era.

Whether in finance, healthcare or another area, participants will learn how to collaborate and win in each of the world’s two largest economies—the US and China.

The program is designed for American and Chinese marketing executives, including WPP employees, interested in learning how to drive growth of a customer-centric organization.

Topics to be studied include digital-age brand building, global strategy, mobile impact, data analytics and CRM.

This course is an opportunity to explore the latest trends impacting consumers and markets and learn best practices from world-class faculty and industry leaders.

Faculty Thought Leaders

Sun Baohong, CKGSB
Dean’s Distinguished Chair Professor of Marketing and the Associate Dean of Global Programs

Ravi Dhar, Yale
George Rogers Clark Prof. of Management and Marketing, Prof. of Psychology and the Director of the Center for Customer Insights

Doreen Wang, Millward Brown
Global Head of BrandZ

Details

Visit yalesom.io/exec_globalbranding for upcoming program dates.

Investment
$9,950* (includes lodging, select meals, classwork materials, company visits, and cultural activities) with discounts available.

Venue
New Haven, Connecticut, and New York City, USA

Contact
Xiuling Li (xiuling.li@yale.edu)
Curriculum

Participants will be immersed in a blended-learning experience that includes interactions with experts, group work, company visits and experiential activities to foster peer-to-peer learning and concrete takeaways. Moreover, real-world challenges brought in by participants will be addressed in the classroom, allowing executives to solicit advice on their issues from industry and academic leaders.

From data analytics and CRM to mobile and social media marketing, this program delivers unique, comprehensive and cutting-edge insights and tools that help executives drive the distinct, impactful brand strategy that is needed in today’s fiercely competitive business landscape.

Social Media and Mobile

Participants will learn how to leverage social media and mobile channels across different geographies. Experts will guide participants on implementing digital tools such as search, display, email, social media and mobile to drive growth of established and new businesses.

Big Data and CRM

The program explores the impact and possibilities of big data. Faculty will guide participants to leverage big data to optimize strategic decision-making and supercharge their customer experiences through powerful, agile CRM.

E-Commerce

Participants will receive valuable insider tips on the practices and processes of leading e-commerce companies that have successfully created new markets and customers.

Participants will leave the program with a deep understanding of how to build and lead a customer-focused organization that is poised to succeed in today’s digital marketplace.

Who should attend?

- Executives with at least 10 years of experience.
- Leaders of functional teams in such areas as marketing, branding, insights, innovation, product management, technology, strategy, and communications.

An immediate return on learning

- Gain new insight: Deepen understanding of shifting marketing trends in an increasingly digital and global world while obtaining a certificate from both CKGSB and Yale School of Management.
- Develop a corporate growth strategy: Rethink the power of brand strategy to drive company growth. In a small group setting, participants work with world-renowned experts to discuss their firms’ unique issues and challenges.
- Elevate brand globally: Engage in meaningful discussions with participating global executives to share knowledge and experiences in driving brand growth across markets.