

# MARKETING STRATEGY CERTIFICATE

eCornell JCB596	Establishing Effective Pricing	0
eCornell JCB597	Promotion and Attribution Strategy	0

## Program Description

Marketing strategy isn't confined to your marketing team. By understanding how to align marketing strategies with business strategy, high-performing business leaders make better decisions about their products, services, customers, brand, and competition.

This six-course online marketing certificate provides you with the MBA-level strategic marketing training you need to make strong business decisions and set strategic direction for your company, unit, department, or product line.

## Key Takeaways

- Identify the components of a well-defined marketing strategy and how it might influence overall business strategy
- Apply the concepts of segmentation, targeting, and positioning to a product or service
- Perform a market analysis and learn to apply the six stages of research to a marketing initiative
- Create and communicate the value of your brand
- Improve new product diffusion and develop strategies to increase product adoption and sales
- Identify new marketing channels and learn how to communicate value to potential consumers

## What You'll Earn

- Marketing Strategy Certificate from Cornell SC Johnson College of Business
- 48 Professional Development Hours (4.8 CEUs)

## Who Should Enroll

- Marketing managers
- Project and product managers
- Anyone responsible for producing or executing a marketing plan
- Non-marketing professionals and business leaders looking to develop marketing strategy

## Total Investment

- 3 months to complete all the courses

## How to Enroll

For more information on how to enroll, please visit Marketing Strategy Certificate (<https://ecornell.cornell.edu/certificates/marketing/marketing-strategy/>).

## Courses

Code	Title	Hours
eCornell JCB591	Key Performance Indicators for Marketing	0
eCornell JCB592	The Customer Journey and Segmentation	0
eCornell JCB593	Targeting and Positioning	0
eCornell JCB594	Product Design and Testing	0
eCornell JCB595	Setting Up Distribution Channels	0