

# RETAIL MEDIA STRATEGY CERTIFICATE

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## Program Description

Retail media is rapidly becoming the go-to channel for brands aiming to engage consumers with measurable performance along the path to purchase. Retailers are increasingly empowering brands to accurately target meaningful audiences based on their longitudinal purchasing behaviors and execute media impressions across onsite, offsite, and in-store channels throughout the entire marketing funnel. For brand marketers, effectively incorporating retail media into their marketing budgets is essential for growth in today's omnichannel landscape.

To address this critical need, Cornell University has partnered with The CPG Guys, along with leading industry executives and visionaries from around the world, to launch the first-ever Retail Media Strategy program. This immersive four-day program at Cornell Tech brings together industry thought leaders and renowned faculty to share best practices for building compelling retail media platforms. You'll discover how to collaborate on creating best-in-class tech stacks, measure performance to ensure brands access the necessary KPIs based on campaign objectives, and establish strong partnerships between brands and retailers. In addition, the program covers optimizing brand strategies using AI-driven campaign design at scale to achieve marketing goals.

By the end of the Retail Media Strategy program, you'll have gained a deep understanding of the retail media ecosystem and how both brands and retailers can accelerate organizational transformation to thrive in the future of performance marketing.

## Key Takeaways

- Navigate the shift from traditional to digital advertising platforms, including the rise of streaming TV and e-commerce
- Understand the rapid growth and potential of retail media as a powerful lower-funnel advertising mechanism
- Discover how to strategically manage and govern retail media budgets to maximize ROI
- Identify key considerations for investing in and optimizing retail media networks
- Develop insights on integrating retail media with merchandising strategies for joint value creation
- Master the complexities of onsite and offsite advertising inventory management
- Gain clarity on how to define value, select partners, and measure success in retail media initiatives
- Build your network through collaboration with Cornell faculty, industry experts, and fellow attendees

## What You'll Earn

- Retail Media Strategy Certificate from Cornell's SC Johnson College of Business
- 24 Professional Development Hours (2.4 CEUs)

## Who Should Enroll

- Retail industry professionals interested in leveraging media and advertising to enhance the shopping experience and drive sales

- Brand leaders
- Directors
- VPs and SVPs
- Chief Customer Officers and Chief Marketing Officers

## Courses

4-day, on-site program at Cornell Tech