



Schulich
School of Business
Executive Education Centre

UPCOMING PROGRAM DATES

Sept. 25 - Dec. 13, 2019

- 11 days over 3 months
- 4 convenient class modules

LOCATION

Miles S. Nadal Management Centre
222 Bay Street, Toronto

Masters Certificate in Marketing Communications Leadership

Empowering professionals for peak performance.

Program Participants Acquire:

- New insights into the latest trends and best practices in the rapidly changing field of Marketing Communications.
- Additional skills to drive growth, maximize sales and ROI, and increase market share.
- Tools to create innovative marketing strategies while learning to strategically and effectively integrate new digital and social media channels into the Marketing Communications mix.



Endorsed by



Toronto



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Prepare for ongoing success in the fast-paced, ever-evolving and competitive marketing communications field.

Leading-Edge Skills and Knowledge

Marketing communications is changing rapidly. From new digital media channels, evolving branding imperatives and shifting sponsorship landscapes, to advanced analytics and enhanced standards of corporate social responsibility, the degree of complexity can be dizzying. SEEC's Masters Certificate in Marketing Communications Leadership has been carefully designed to **give you the broad skill-set you need to navigate effectively in today's MarCom environment and consistently deliver superior ROI for all your projects.**



Industry Insights From Top Practitioners

Participants gain a comprehensive industry overview and understanding of today's marketing and sales environment from **interacting with top industry leaders.** This prestigious Masters Certificate is taught by **an incredible range of MarCom leaders and educators** who are at the top of their game, which helps you expand your professional network. Not only do you get insider best practices, our instructors are committed to helping you succeed, which amplifies your learning experience. Discussions in and out of the classroom also help **develop your own advanced industry perspectives.**

Advanced Leadership Acumen

Today, in an industry where people of many different backgrounds are working closely together, strong and capable leadership is truly critical to achieving marketing communications success. As a result, significant time is devoted to **enhancing your management abilities to help you foster an environment that maximizes effective and creative collaboration.**

In addition to people leadership skills, you will gain employee engagement tips for customer-centric operations implementation, reframing skills for better problem solving and tools that can be used to help **increase your teams' abilities to innovate.**

Renewed Confidence

Program participants say they leave with a **transformed understanding of their abilities and capabilities**, both professional and personal. Employers and peers say it's clear that graduates from this university-led program are **well-equipped for their increasing professional responsibilities.** For testimonials, please go to: <http://seec.online/12327b>

Masters Certificate in Marketing Communications Leadership

The *Masters Certificate in Marketing Communications Leadership* was created to help marketing and non-marketing executives from various departments **excel in today's increasingly challenging MarCom environment.**

It will give you cutting edge skills and tools needed to help you **build Marketing Communications programs that are truly effective – programs that produce potent results.** The leadership coaching that is woven through the program will help you develop your own teams, making your department more dynamic.

Designed to accommodate the busy lives of professionals, the program is **delivered in short, convenient learning sessions which feature 14 critical areas of MarCom** focus in just 11 days and one evening over three months.

An experiential education in more ways than one...

Participants enjoy a rare opportunity to **learn through a case study involving an actual marketing communications issue at an outstanding Canadian company.** Executives from the organization introduce the issue at the beginning of the program, and students synthesize and apply the course learnings to make recommendations to the company executives at the end

This university level program is endorsed by the American Marketing Association, Toronto Chapter and has received glowing testimonials from its participants (please go to <http://seec.online/12327b>)

Next steps...

Get the whole picture by previewing detailed program content and faculty bios online, then reserve your spot.

Position your organization and your career for ongoing MarCom and Sales success!

■ Overview of Course Modules

Module 1 • September 25 - 27, 2019

The Integrated MarCom Plan

- The New Reality for the MarCom Leader
- Developing an Integrated MarCom Plan
- Introduction to the Case Site and Learning Assignment
Special evening session: Please note that on Day 2, September 26, class will run from 9 am to 8 pm (lunch and dinner are included)
- Building and Managing External and Internal Brands
- Public Relations – A Powerful Marketing Tool

Module 2 • October 23 - 25, 2019

Marketing Strategy: Leveraging New MarCom Tools to Advantage

- MarCom: Digital Media, Influence Marketing & More
- How Research Can Drive MarCom Activities
- The Role of Sponsorship and Experiential
- Enhancing Your Marketing Strategy
- Big Data and Data Visualization for MarCom

Module 3 • November 20 - 22, 2019

MarCom Leadership and Creativity

- Leadership for MarCom
- Legal Matters that Impact MarCom
- Breaking the Rules: Innovation and Creativity
- Customer Centricity + Employee Engagement

Module 4 • December 12 - 13, 2019

Applying the Knowledge

- Thinking skills for a Turbulent World: The Art of Framing and Reframing
- Individual Feedback Sessions
- Project Presentations and Panel Discussion

Participants will also complete an online reflective and applied exercise between Modules 3 and 4 that is designed to synthesize their understanding of course concepts and skills before graduation.

Preview detailed program content and faculty bios:
<http://seec.online/12327a>



See detailed program content & register

Masters Certificate in Marketing Communications Leadership

Visit us online to register!



<http://seec.online/12327a>

Detailed Program Content

MODULE 1 • 3 DAYS

The Integrated MarCom Plan

The New Reality for the MarCom Leader

- Understanding the latest trends impacting MarCom including the changing media environment, a greater focus on ROI, internal alignment of marketing with other departments, globalization of MarCom and changes in the client/agency relationship
- Assessing the new skills required to proactively manage your brand in the changing MarCom environment

Developing an Integrated MarCom Plan

- Review the latest strategies and formats for creating effective marketing communications plans
- Factoring Return on Investment requirements into your MarCom planning and decision making

Introduction to the Case Site and Assignment

Special evening session: Please note that on Day 2, September 26, class will run from 9 am to 8 pm (lunch and dinner are included)

- Discuss the expectations and deliverables of the group assignment
- Learn about the strategy and the experiences of marketing experts at the case site

Building and Managing External & Internal Brands

- Examining today's social media landscape
- Evaluating a company's online presence and understanding the importance of a strong social media strategy
- Measuring the impact of social media

Public Relations – A Powerful Marketing Tool

- What PR is – and is not
- The shift from public relations to public engagement
- Using PR correctly to enhance brand perception and generate goodwill
- Leveraging social media vehicles for PR purposes
- Working effectively with your PR team to maximize results

MODULE 2 • 3 DAYS

Marketing Strategy: Leveraging New MarCom Tools to Advantage

MarCom: Digital Media, Influence Marketing & More

- Today's social media landscape and the primary target audiences associated with key Social Networking Sites

- Best practices for implementing a digital campaign today
- Integrating your digital advertising and social media campaign – and other MarCom vehicles, too – to maximize impact
- Evaluating a company's online presence and its influence with its target audience
- Measuring the impact of your social media campaigns

How Research is Being Used to Drive MarCom

- Using research to better target campaigns for higher ROI
- What to track and why
- Using data insights to identify messaging themes and develop micro campaigns that customers feel respond to their own special needs.

The Role of Sponsorship and Experiential

- Best practices in sponsorship today
- Choosing the right sponsors for your own initiatives
- How to create and implement activations that will maximize sponsorship ROI for all
- Deciding which activities, you should sponsor and how to get the most from participation
- The role of Influencers
- Learn how to measure the success of sponsorship

Enhancing Your Marketing Strategy

- Best practices in sponsorship today
- Choosing the right sponsors for your own initiatives
- How to create and implement activations that will maximize sponsorship ROI for all
- Deciding which activities, you should sponsor and how to get the most from participation
- The role of Influencers
- Learn how to measure the success of sponsorship

Big Data and Data Visualization for MarCom

- Identifying patterns and trends in data from all sources
- In this practical, very hands-on session, you will learn how to interpret and gain insight from structured and unstructured data

MODULE 3 • 3 DAYS

MarCom Leadership and Creativity

Leadership for MarCom

- Improve your leadership skills
- Learn to leverage your personal leadership style to effect change in your organization

UPCOMING PROGRAM DATE:

Sept. 25 - Dec. 13, 2019

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Program Faculty (read complete bios online)

Jane-Michèle Clark, Program Director

An MBA instructor at Schulich, Jane-Michèle has over 30 years agency and client-side marketing communications experience.

René Bissonnette

René is a partner at Gowling Lafleur WLG with 10 years law experience with a focus on advertising and marketing.

Duncan Bruce, CEO Publicis North America

President, Chief Executive Officer of one of Canada's largest agencies and former award-winning Art Director for many major brands.

Cy Charney

A leading consultant, trainer and author on organizational performance strategies with 35+ years of international experience.

David Elsner, MBA

David has 20+ years experience helping organizations use their data assets and providing solution implementation.

Lee Godfrey

An internet pioneer who leads a team providing eBusiness training and coaching services to Fortune 500 companies worldwide.

Jeannette Hanna

A brand strategist with 30 plus years of experience, Jeanette coauthored *Ikonica, A Field Guide to Canada's Brandscape*.

Ingo Holzinger, MS, PhD

Ingo is a professor of Organization Studies at Schulich, and teaches leadership, creativity and organizational change.

Ian Malcolm

CEO of Lumency Inc. with 25 years experience in brand-side sponsorship, activations and experiential marketing consulting.

Alan Middleton, BSc, MBA, PhD

Executive director of SEEC and professor of marketing at Schulich, Alan has a 25-year career as a marketing practitioner.

Steve Pulver

Steve is a consultant and acclaimed teacher at Schulich with 30 years of experience on the Canadian advertising scene.

Ajay K. Sirsi, PhD

Ajay is a senior marketing professor at Schulich and author of three books on marketing strategy and practice. His next book, on customer segmentation, will be published in 2019.

Jennifer Stein

SR VP at APEX with 15+ years experience developing strategies to integrate brand messaging and multichannel publicity for smaller clients and multi-national brands.

Legal Matters that Impact MarCom

- Managing in today's tougher regulatory environment
- Learning the rules and how to avoid the pitfalls of new regulations

Breaking the Rules: Innovation and Creativity

- Waddaya mean rules?
- There are no rules for creative
- Media rules... are you serious??????
- This module is about knowing when and how to break the rules, so we're starting that right here, right now

Customer Centricity + Employee Engagement

- What is customer centricity and why is it important now?
- How to make your business customer centric at each step along the path to purchase
- Why Employee Engagement is key to success – and tips for motivating employees

MODULE 4 • 2 DAYS

Applying the Knowledge

Thinking skills for a Turbulent World: The Art of Framing and Reframing

- Learn how to anticipate emerging changes in your industry
- Improve your critical thinking by recognizing and challenging taken-for-granted assumptions
- Develop the seeing and thinking skills to recognize new opportunities

Individual Feedback Sessions

- In this one-on-one session you will receive feedback on your take home assignment, which is to develop a plan for incorporating the course learnings into your workplace.

Project Presentations and Panel Discussion

- Present group projects
- Feedback from client and panel

Please note: Participants will complete an online reflective and applied exercise between Modules 3 and 4 that is designed to synthesize their understanding of course concepts and skills before graduation.



Program Director
Jane-Michèle Clark

Masters Certificate in Marketing Communications Leadership

Find Out More Today!

Visit <http://seec.online/12327a>

1. Watch a brief **video introduction** of the program.
2. Join Jane-Michèle for a **free 1-hour online information session**. Once you register, you will be sent your login details.
3. For **program content-related questions**, ask Jane-Michèle directly:
Tel: 416.736.5079
Toll free: 1.800.667.9380
email: jmclark@schulich.yorku.ca

Participant Profile

The program is ideal for senior decision-makers with 5 to 7 years MarCom experience, brand managers, sales managers with business development responsibilities and non-marketing executives taking on expanded marketing roles.

Past participants have included:

- Vice-Presidents and Directors of Marketing
- Sales Managers
- Marketing Communications Managers and Specialists
- National, Regional and Global Business Managers
- Brand, Category and Product Managers
- Advertising and Creative Managers

Unique Features & Benefits

- Strategy-based approach ensures you gain additional tools to apply in developing your marketing communications business plan and leading your team.
- ROI focus helps you design MarCom programs that will contribute meaningfully to your bottom line.
- You will learn how Big Data, Ai, social networking sites, influencers and new tools can be used to improve customer engagement and drive profitable growth.
- You receive university-level training from 13 world-class instructors who are leaders in their fields.
- The Program Director participates in all sessions to facilitate continuity of content from module to module.
- Limited class size enhances peer-to-peer learning and facilitates networking.
- Individual coaching to help you determine how best to implement the learning in your organization.
- Live case study dealing with a current MarCom Business challenge, with introduction by, and presentation to, senior leaders from a leading Canadian company.

Green Program!

Participants will receive all program learning materials electronically, and are asked to bring a suitable tablet or laptop PC to class. Alternate arrangements are available upon request.

Registration Details

Program Dates

Sept. 25 - Dec. 13, 2019 (11 days over 3 months)

Program Location & Time

Nadal Management Centre
222 Bay Street, Suite 500
Toronto Dominion Centre
Toronto, Ontario M5K 1K2

Sessions run: 9:00 a.m. - 4:30 p.m.

Special Evening Session: Please note that on Day 2 (Sep. 26), class will run from 9 am to 8 pm (includes lunch and dinner).

Masters Certificate Program Fee:

\$10,850 CDN + applicable taxes

AMA members receive a 10% discount:
\$9,765 CDN + applicable taxes

- Fee includes program tuition, teaching materials, lunches and refreshments.
- A deposit of \$1,000 CDN is required to secure your place in the program.
- Full program fee is payable prior to start of program.
- Schulich Executive Education Centre's liability is limited to reimbursement of paid tuition fee.
- Contact us about multiple registration discounts from one organization, or a convenient tuition payment plan.
- Modules, speakers, topics, dates, fees and locations are subject to change.
- Complete registration details at seec.online/FAQ.

Optional Accommodations

Participants receive a special corporate rate at area partner hotels. For details, please visit the **Contact and Locations** section of our website at <http://seec.online>.

Administrative Inquiries

Tel: 416.736.5079 • Toll Free: 1.800.667.9380

Fax: 416.736.5689

email: exceedinfo@schulich.yorku.ca



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visit us online today:
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