

#1 Canada's leading  
Executive Education provider  
in Open Enrolment Programs  
THE FINANCIAL TIMES 2018

Refine your marketing skills with new insights, tools,  
and strategies for a global and digital market.

**"Learn how to conduct marketing that creates value for customers. You will learn how to assess a market for unfilled needs. Once you have identified an unfilled need, you will learn the gold standard approach to create a strategy and align your marketing actions to create head turning value for customers to generate profits and equity in the marketplace."**

**Prof. David Soberman, P.Eng.**  
Canadian National Chair in  
Strategic Marketing  
Rotman School of Management

### Think globally

In the global economy, your customers and competitors can emerge from any country in the world. In this highly competitive market smart, informed marketing strategies designed to help drive revenue and promote customer value will distinguish your organization from the competition.

Learn how to better generate demand, improve communication and identify sustainable sources of revenue and profit. This five day intensive experience will help you develop innovative strategies for evaluating emerging markets, designing marketing plans for a broad digital audience, and analyzing new opportunities and potential pitfalls.

### Hands-on tools, not textbooks

Over the course of five days you will be immersed in a dynamic and interactive environment where you will learn from your peers across different industries as well as expert Rotman faculty with a wealth of real-world experience.

At the centre of the experience is a hands-on simulation where you face off with competitors in a niche market context. You will advance your ability to design and implement customer-focused

marketing strategies, satisfy diverse customer segments, gain market share and grow the profit margin.

At Rotman we believe the best way to learn is by doing. Apply what you've learned right away in this fast-paced simulation and leave the program confident that you can do the same in your organization.

### State of the art simulation

This program features Markstrat: a simulation game that helps drive home learning through hands-on practice. Each phase of the simulation encourages you to make strategic choices in a realistic market situation. You will have a set amount of time to make big decisions and apply what you've already learned in class.

Each class will experience a different version of this simulation as the expert faculty adjust a variety of settings in the game in order to make it uniquely applicable to your cohort.

### Maximize your growth

Our model of lecture, group discussion and hand-on simulations allows you to increase your self-awareness and close the gap between understanding and action.

### A 5-day intensive program

**Location:**  
Rotman School of  
Management,  
Toronto, Ontario, Canada

### Program Fee:

\$10,900 CAD +HST

The program fee includes  
tuition, all program materials  
and class-day meals.

The fee does not include travel  
or accommodation.

### Questions?

Contact our learning  
advisor at 416.978.8815 or  
advisor@rotman.utoronto.ca

### Address:

Executive Programs  
Rotman School of Management  
149 College Street  
Toronto, Ontario M5T 1P5

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## Program Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
→ Segmentation and Consumer Data Analytics	→ Competitive Positioning → Behavioural Economics	→ Market Research → Planning → Simulation	→ Diagnostics → Resource Allocation → Simulation	→ Growing the Future → Simulation

## Faculty

### David Soberman Academic Director

- Canadian National Chair in Strategic Marketing
- Chair of the Rotman DesignWorks Advisory Board
- Professor of Marketing

#### Degrees:

- PhD, University of Toronto
- MBA, Queen's University
- BSc in Chemical Eng., Queen's University

David Soberman is a Professor of Marketing and the Canadian National Chair of Strategic Marketing. David was previously at INSEAD and joined the Rotman School in 2008. Prior to academia, David held a number of positions in marketing management, sales, and engineering with Molson Breweries, Nabisco Brands Ltd. and Imperial Oil Ltd.

### Nitin Mehta

- Professor of Marketing
- Co-Academic Director, MMA Program
- Area Coordinator, Marketing Area

#### Degrees:

- PhD in Marketing), Carnegie Mellon University
- MS in Chem. Eng., Yale University
- MSIA, Carnegie Mellon University
- BTech in Chem. Eng., Indian Institute of Technology, Delhi

Nitin Mehta is a Professor of Marketing, Area Coordinator, Marketing Area and Co-Academic Director, MMA Program at Rotman. His research focuses on consumer search behaviour; cross-category choices; memory, learning and forgetting; and product line design. Nitin teaches courses in Marketing Management and Econometric Methods in Marketing.

### Dilip Soman

- Corus Chair in Communication Strategy Professor of Marketing
- Member of the Behavioural Economics in Action Research Cluster
- Canada Research Chair in Behavioural Science and Economics

#### Degrees:

- PhD, University of Chicago
- MBA, Indian Institute of Management
- BE, University of Bombay

Dilip Soman is a Professor of Marketing and holds the Corus Chair in Communications Strategy. His research is in the area of behavioural economics and its applications to consumer wellbeing, marketing and policy. He is also the director of the India Innovation Institute at the University of Toronto. He works with ideas42 and serves as advisor to a number of welfare organizations.