

GfK Academy

Knowledge Based Market Management

2010 Program



 **GfK Academy**



GfK Academy Excellence from Knowledge

GfK Academy 2010 Program



Innovation Management – Using consumer insights to drive growth through innovation

This program emphasizes new perspectives on how to create, manage and market innovations. It provides practical frameworks for managing the process of developing differentiated and sustainable products and service offerings. The course will explore the role innovation can play in gaining strategic competitive advantage by challenging traditional ways of doing business.

Course Director:

Srinivas K. Reddy, PhD
Professor of Marketing,
Director, Centre for Marketing
Excellence, Lee Kong Chian
School of Business, Singapore
Management University

Barry L. Bayus, PhD
Professor of Marketing &
Entrepreneurship, Kenan-
Flagler Business School,
University of North Carolina

Date: 10–12 February, 2010
Venue: Germany, Frankfurt area
Fee: 2,700 Euro



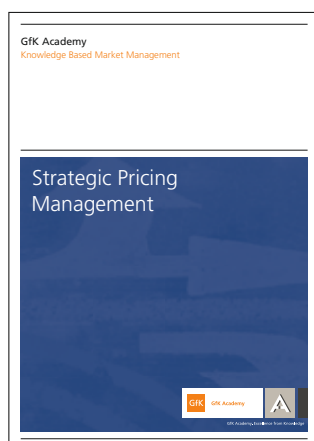
Strategic Brand Management – Creating powerful brands in a recessionary environment

This program provides a comprehensive, practical and up-to-date examination of the state of branding and brand management and demonstrates what is working and what is not. It focuses on improving the profitability of branding strategies by providing specific tools and guidelines for developing, measuring and managing brand equity.

Course Director:

Kevin Lane Keller, PhD
E.B. Osborn Professor of
Marketing, Tuck School of
Business, Dartmouth College

Date: 24–26 March, 2010
Venue: Germany, Frankfurt area
Fee: 2,700 Euro



Strategic Pricing Management – Measuring, capturing and retaining value

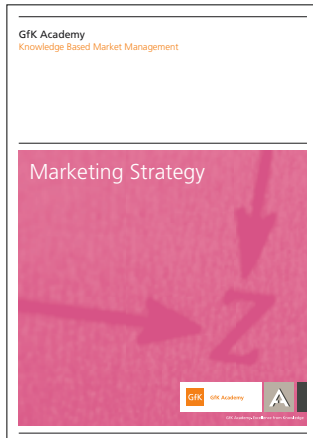
Pricing is the most critical profit driver in today's competitive business environment. Yet few firms think systematically about their pricing strategies or acquire the confidence to leverage them. This program shows how to capture the maximum value for your products and services. It guides participants through a series of key considerations, including customer analysis and demand measurement, using customer psychology to influence willingness to pay, and competitive pricing strategy that can be used to improve pricing and manage revenue growth across diverse industries, product categories, and competitive landscapes.

Course Director:

Klaus Wertenbroch, PhD
Professor of Marketing,
INSEAD, Fontainebleau

Date: 5–7 May, 2010
Venue: Germany, Frankfurt area
Fee: 2,700 Euro

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Marketing Strategy – Turning consumer insights into successful marketing strategies

Why do some companies succeed while others fail? How can winning marketing strategies be designed, ensuring that products and services meet the needs of different customers and that long-term and profitable relationships are developed with those customers? Through a series of case discussions, this interactive program highlights how to assess market opportunities and identify attractive targets by blending cutting-edge theory with sound marketing practice.

Course Director:

Sunil Gupta, PhD
Edward W. Carter Professor of
Business Administration, Head
of Marketing Department,
Harvard Business School

Date: 23–25 June, 2010

Venue: Germany, Frankfurt area

Fee: 2,700 Euro



Marketing in the Digital Era – How new media is transforming business, marketing and communication strategies

Google is only 10 years old but it has significantly changed the advertising industry. New media, and especially social media such as Facebook and Twitter, have dramatically altered the ways in which consumers communicate and collaborate with each other. These changes have far-reaching implications for how firms manage their businesses in this digital era. In this seminar, we will discuss the impact of these new developments on firms' business, marketing and communication strategies.

Course Director:

pending

Date: 20–22 October, 2010

Venue: Germany, Frankfurt area

Fee: 2,700 Euro

You will be advised of any additional programs or program changes. For the latest program dates and detailed information about the seminars, please visit www.gfk-academy.com, download the seminar brochure or take note of the information sent to you by mail or email.

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