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### Kevin McTigue

Professor, Kellogg School of Management

■ Kevin McTigue is Professor of Marketing at Northwestern University's Kellogg School of Management teaching multiple classes for the MBA Program and Executive Education. His career spans over 20 years in teaching, consulting, brand management, and advertising. Before his full-time appointment, Kevin led the Strategy & Consulting practice in the central region of the U.S. for global digital agency SapientRazorfish. From marketing strategies to digital transformation roadmaps to creation of entirely new businesses.

## Customer Centricity

Professor Kevin McTigue

This course is intended to introduce you to the essentials of marketing: how firms and consumers behave and what strategies and methods marketers can use to successfully operate in today's dynamic environment. We will provide a sound conceptual and theoretical "tool kit" for analyzing marketing problems and advance the understanding of the marketing process as a framework of looking at the world.

The class defines the strategic role of marketing in the organization so students understand that the customer journey follows the complete lifecycle from awareness to loyalty, allowing you to match communication strategies with customer expectations at each stage of the journey.

### Learning Objectives

- Understand Marketing and its role as value creation
- Introduce the key elements of marketing analysis
- Understand the key concepts of marketing strategy

## CUSTOMER CENTRICITY

January-February, 2024

### Time Schedule

Customer Centricity is a two-months Executive MBA Course with classes on January 18-19 from 08.30 to 17.00.

### Course Material

The course material consists of textbooks, case studies and articles.

### Requirements

Students are required to attend all classes and to participate actively.

### Preparations

Students are required to read all course material in advance.

### Evaluation

Students will be graded on attendance and participation in class and on an individual paper.

### ECTS Points

The Executive MBA Course in Customer Centricity will earn you 4.5 ECTS points.

### Tuition Fee

The tuition fee for the two-months Executive MBA Course in Customer Centricity is DKK 25,000 exclusive of VAT.

### Sign Up or Learn More

You are welcome to call us at +45 7020 8828 to learn more or to send us an email at [info@avt.dk](mailto:info@avt.dk)