EFFECTIVE HEALTH CARE RESOURCE MANAGEMENT: MODULE II

Strategic Marketing Management
October 13-14, 2016

Success in marketing is the result of making methodical, logical, and data-driven decisions.

WORKSHOP PURPOSE

The purpose of this Workshop is to explore strategic marketing from a decision-making perspective. More specifically, it aims to:

• elaborate the link between marketing success and marketing decision-making,
• enumerate the various decisions which are fundamental to marketing success, and
• identify the information and analytical tools which are required to make these decisions.

The Workshop offers an integrated framework of marketing which underlines the significance of strategic decision-making. It highlights the key marketing decisions which are fundamental to marketing success. And it provides a set of analytical tools for making these marketing decisions.

BENEFITS TO YOU

Upon completion of the workshop you will:

• recognise and appreciate the importance, scope, and nature of marketing decision-making in a complex, changing and competitive world;
• have an overarching framework of marketing;
• have a set of analytical tools for making key marketing decisions.

In turn, you ought to be able to:

• create a new emphasis on marketing decision-making,
• begin practicing effective decision-making methods throughout your strategic marketing activities, and
• implement the analytical tools for your specific marketing decisions.

WORKSHOP FORMAT

The Workshop will combine discussions, mini-cases, exercises, and other experiential activities.

FACULTY

John Branch, Ph.D.
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Professor John Branch currently teaches a variety of marketing and international business courses at the undergraduate, M.B.A., and executive levels at the Stephen M. Ross School of Business at the University of Michigan (U.S.A.), and is the Academic Director of the School’s part-time MBA programmes.

Until recently, he also served as Director of Educational Outreach at the University’s William Davidson Institute, which focuses on business in emerging economies; he was responsible for the development and dissemination of pedagogical materials. He is also affiliated with the University’s Center for Russian, East European & Eurasian Studies.

Prior to joining Ross, Professor Branch was on the faculty of the John M. Olin School of Business at Washington University in Saint Louis (U.S.A.) for five years. He began his academic career in 1993, however, as an Assistant Professor of Marketing at École Supérieure de Commerce de Rennes in France. Since then, he has also served as an adjunct or visiting professor at more than 40 business schools throughout world, including the Rotterdam School of Management (Netherlands), the Zagreb School of Economics and Management (Croatia), ESAN (Peru), and the Sasin Graduate Institute of Administration (Thailand). He was also a visiting scholar at Queen Elizabeth House of the University of Oxford (England) and at the J. L. Kellogg Graduate School of Management of Northwestern University (U.S.A.).

Professor Branch has been involved in a variety of European Union and other government-funded development projects, most notably in the republics of the former U.S.S.R., including Kyrgyzstan, Ukraine, and Uzbekistan, and in those of Eastern and Central Europe. He has also conducted management training and consulting in numerous international companies, including British American Tobacco, Anheuser-Busch, British Telecom, Cargill, Mercedes Benz, Oracle, Coca-Cola, Michelin, Ericsson, and Nestlé.

Professor Branch is originally from Canada. He holds a Bachelor of Engineering Science in electronics from the University of Western Ontario (Canada), a Master of Business Administration from the University of New Brunswick (Canada), a Master of Arts in education from Washington University in Saint Louis (U.S.A.), and a Doctor of Philosophy in marketing from the University of Cambridge (England). He is currently working toward a Doctor of Education at the University of Michigan (U.S.A.).