

BUILDING RESILIENCE TO THRIVE - BUSINESS FOUNDATIONS

ABOUT THE COURSE

CURRICULUM

Week	Topic		Date/Time
1	Good Strategy	A successful strategy has an essential logic structure which contains three elements. We explore what these elements are and how to execute them in your organization.	July 7, 2021 11am-12pm PT
2	Strategy Cases	Explore successful strategy by looking at what big firms do well when implementing strategy and analyze the pitfalls to avoid in bad strategy implementation.	July 14, 2021 11am-12pm PT
3	Contemporary Marketing	Discuss the role that marketing plays in an increasingly digital world and how this may impact your organization moving forward.	July 21, 2021 11am-12pm PT
4	Building Brands	Delve into the foundations of building a strong brand using a case study that explores the four dimensions and how to excel in each one.	July 28, 2021 11am-12pm PT
5	Creating Value with Customers	Create customer value through creativity and innovation. Discuss where great ideas come from and how to turn them into great products and services.	August 4, 2021 11am-12pm PT
6	Executing Marketing	Look at how to bring products and services to market and how we continually execute on the key elements of marketing.	August 11, 2021 11am-12pm PT