



## Marketing Focus

Marketing executives use their creativity and passion to create positive change, using their inspiration and voice for global brands.

Customers continue to expect more from their brands, including sustainability and their buying power is a driver for change.

Experts say that future marketing success requires companies to build environmental and social purpose into a brand.

In this Lab, participants work as an Executive Team to integrate sustainability into their marketing strategy to drive innovation, develop loyal customers, and build strong relationships with employees, communities, and investors.

They practice marketing activities such as pricing, forecasting, developing a commercial, creating a Social Media campaign, engaging stakeholders, and managing company reputation.

### Choose Your Format for Marketing



#### **Introductory**

Duration: 3-4 hours participant time per cycle, 1 cycle



#### **Intermediate**

Duration: 4-5 hours participant time per cycle, 1 to 3 cycles



#### **In-Depth**

Duration: 5+ hours participant time per cycle, 3 cycles



Use in virtual, in-person or blended classes.

Working together, participants learn new ideas, practice new skills, and discuss new approaches with their colleagues.



Evaluate the market, competitors, and opportunities to implement a marketing strategy to achieve company performance targets.



Apply essential concepts related to marketing and sustainability to real-world situations.



Understand the essential considerations for product design that meets customer expectations.



Recognize how marketing decisions affect other functional areas of the company and vice versa.



Design a storyboard or commercial video to promote a product.



Realize how decisions at every stage of the product life cycle affect marketing.



Compose messaging consistent with the company's brand and values for Social Media and other marketing purposes.



Identify significant stakeholder interests and opportunities for engagement.



The following table describes in detail 3 Lab formats: Introductory, Intermediate, and In-Depth. The longer participants are active in the simulation, the more features, content, and interactivity.

Team Activity	Formats for Marketing Focus		
	Introductory	Intermediate	In-Depth
<b>Design and manufacture a physical product and make operational decisions.</b>	1. Design and build a physical product using data about component cost, pollution and energy impact, and customer preferences.	1. Design and build a physical product using data about component cost, pollution and energy impact, and customer preferences. 2. Make sure that operational decisions are consistent with the desired brand image.	1. Design and build a physical product using data about component cost, pollution and energy impact, and customer preferences. 2. Make sure that operational decisions are consistent with the desired brand image. 3. Make sure that supply chain decisions are consistent with the company brand image.
<b>Market the product.</b>	1. Create either a storyboard or 30-second video commercial.	1. Develop a marketing strategy to achieve company performance targets, including price, promotion and channel decisions. 2. Create either a storyboard or 30-second video commercial.	1. Develop a marketing strategy to achieve company performance targets, including price, promotion and channel decisions. 2. Create either a storyboard or 30-second video commercial. 3. Qualify for green labels based on footprint and energy standards.
<b>Promote the company and product through Social Media.</b>	Not available.	This is an optional activity described in the In-Depth format.	1. Post comments about the company and product to the Lab's internal Social Media feed and comment on other posts.
<b>Engage with stakeholders designed into the Lab.</b>	This is an optional activity described in the Intermediate format.	1. Consider scripted stakeholder perspectives related to company activities.	1. Consider scripted stakeholder perspectives related to company activities. 2. Engage interactively with stakeholders played by the instructor via the Lab's internal email app (optional).
<b>Make leadership decisions for your company.</b>  (The instructor selects the topics. For the In-Depth format, we can also create custom topics based on instructor input).	1. Make decisions for 1 leadership topic described in the Intermediate format.	1. Make decisions for up to 3 leadership topics from the following list: <ul style="list-style-type: none"> <li>Life Cycle Innovation.</li> <li>Water Stewardship.</li> <li>Supply Chain Disruption and Ecosystem Services.</li> <li>Product Take-back.</li> <li>Remanufacturing and Circularity.</li> <li>Supply Chain Safety.</li> <li>Corporate Social Responsibility.</li> <li>Product as a Service.</li> </ul>	1. Make decisions for up to 8 leadership topics from the following list: <ul style="list-style-type: none"> <li>Life Cycle Innovation.</li> <li>Water Stewardship.</li> <li>Supply Chain Disruption and Ecosystem Services.</li> <li>Product Take-back.</li> <li>Remanufacturing and Circularity.</li> <li>Supply Chain Safety.</li> <li>Corporate Social Responsibility.</li> <li>Product as a Service.</li> </ul> 2. Make decisions for custom topics (optional).
<b>Propose a solution to a business opportunity related to marketing.</b>  (The instructor selects the topics. For the In-Depth format, we can also create custom topics based on instructor input).	Not available.	This is an optional activity described in the In-Depth format.	1. Propose a solution to a business opportunity related to course content. Here are some examples: <ul style="list-style-type: none"> <li>Create sales contest or sales incentive program.</li> <li>Start a project with external stakeholders to create shared value.</li> <li>Implement a process to improve customer service.</li> <li>Plan a design sprint.</li> <li>Promote company values.</li> </ul> 2. Propose a solution for custom topics (optional).
<b>Complete Debrief Questions and Surveys about company, team, and peer performance.</b> (For the In-Depth format, we can create custom surveys based on instructor input).	Answer questions and surveys: 1. Marketing Debrief Questions.	Answer questions and surveys: 1. Marketing Debrief Questions. 2. Peer Evaluation Survey.	Answer questions and surveys: 1. Marketing Debrief Questions. 2. Peer Evaluation Survey. 3. Team Evaluation Survey. 4. Answer custom Debrief Questions or Surveys (optional).
<b>Make a final presentation to the Board of Directors.</b>	Not available.	This is an optional activity described in the In-Depth format.	1. Present company strategy, progress-to-date, and future direction to a volunteer Board of Directors.