



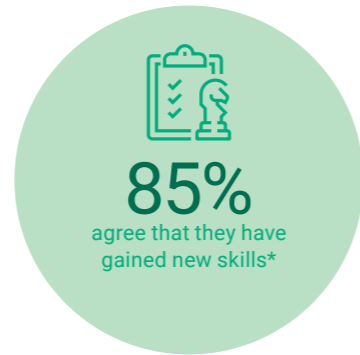
Executive
Education

Driving Digital Marketing Strategy

**Online
Programmes**

Access the Business School
for the World, Anywhere®

In numbers...



*Based on a survey conducted in June 2019 with a sample from INSEAD Online programmes' past participants



“As leaders look to reinvent themselves, their teams and their organisations, our programmes give them the inspiration, motivation, confidence and skills sets they need. We give them the tools to see the world through multiple lenses and to create solutions that are game-changing.”

Sameer Hasija
Dean of Executive Education

Four Reasons to Choose an INSEAD Online Programme

1 Learn



High-impact Learning Experience

Through outstanding design and delivery, INSEAD's online programmes build upon our world-class faculty's ability to convey very complex concepts in the simplest yet most comprehensible way.

- Content designed specifically for the online format, including short high-impact videos
- Professional, high-quality video lectures
- Use of relevant and engaging examples and short case studies from a wide range of industries.

2 Interact



Multi-dimensional Interactions with Peers, Faculty & Learning Coaches

The video lectures are complemented by a rich set of interactive elements, including short quizzes, simulated exercises, online discussions and personal reflections. Through these interactions, we build a community of faculty, learning coaches and diverse, high-quality global executives who learn together as a group - one of INSEAD's strengths.

3 Apply



Real-time Application for Immediate Impact

Action Learning Projects (ALP) are a core element of the online programmes, designed to increase business impact. The guided 'real-world assignments' feature of the programmes encourages participants to take newly acquired skills and apply them within the context of their actual job and organisation. The projects are closely aligned with the learning in the programme and benefit from the learning community, with feedback from the learning coach and from peer review.

4 Certification



Official recognition from INSEAD

Upon successful completion of all programme activities, combined with satisfactory grades on the final assignment, participants are awarded an official Certificate of Completion from INSEAD, which they can also showcase on their LinkedIn profile.

DRIVING DIGITAL MARKETING STRATEGY

Executing impactful digital strategies

Becoming a successful marketing strategist in the digital age requires mastering three brand new customer-focused skills.

First, you need to understand when and how to leverage the latest analytics technology, from Big data to AI or IoT, and continuously uncover novel “live” insights about the customer and the marketplace. Second, you need to effectively transform these insights into new customer value by generating outstanding experiences along the customer journey. Finally, the key to your future success as a business leader is your ability to shape a customer-centric marketing organisation equipped to select, experiment and scale the use of successive waves of technologies such as social media, robotics or blockchain within your product or service strategies.

Digital technologies are the transformational forces that have shaped the way we communicate, consume, work, buy and sell and have profoundly disrupted how we do business. To address new customer needs effectively today's marketing leaders must rethink their approaches. **Driving Digital Marketing Strategy** will take you on a learning journey to develop your skills to become a successful marketing strategist and achieve business success by creating and delivering new customer value. You will explore the challenges and opportunities of digital disruptions around your customers and learn new strategic data-driven skills to empower you to make better business decisions for future growth. This programme will also enable you to effectively design and deploy bold and competitive marketing strategies around the customer in the digital age.

Programme directors



David Dubois

Associate Professor of Marketing & Cornelius Grupp Fellow in Digital Analytics for Consumer Behaviour



Joerg Niessing

Senior Affiliate Professor of Marketing

Key benefits

- Learn how to create and deliver customer value and secure sustainable competitive advantage
- Acquire basic analytical skills around “big” customer data to inform marketing strategy effectiveness throughout the customer funnel
- Strategically create and monitor online content to generate stronger engagement with customers and create outstanding customer experiences, and effectively manage online crises
- Explore how AI can transform marketing strategies, offering insights into personalisation, content creation, market segmentation, and organisational readiness to maximise customer value and competitive advantage
- Effectively implement and execute a digital marketing strategy in your organisation by recognising and utilising key drivers.

Participant profile

- Executives and senior managers from all business areas and professionals who thrive to develop a strategic understanding of digital marketing strategy and transform their organisation from within, with the customer at the centre
- Team leaders and managers seeking to develop and integrate cutting-edge digital marketing practices into their business processes and corporate culture
- Executives seeking to develop new sustainable, data-driven business models, manage change and extract value out of changing markets in a digital world
- Executives aiming to drive digital initiatives in their company or industry
- Executives coming in groups/teams to collaborate on Action Learning Projects tailored to their organisation's context.

Programme content

Over 5 weeks, the programme will enable you to learn how to formulate and implement a marketing strategy in B2C and B2B settings where data, digital tools and technologies play a critical role. You will understand how to help your organisation turn into a data-driven machine centred around the customer and secure fast and sustainable growth in a rapidly changing digital landscape.

WEEK 1

Three Transformational Shifts

- Familiarise yourself with technological game changers and the changing customer behaviour in a digital age
- Embrace the three transformational shifts in marketing strategy by delivering powerful customer experiences and data-driven business models
- Understand the importance of moving from a product-centric perspective to customer-centric perspective

WEEK 2

Agile Marketing Organisation

- Understand how to select, experiment and scale up technological solutions driving customer value for different segments and markets
- Learn the steps to build a customer-centric digital marketing organisation and leverage digital solutions to improve marketing speed and efficiency

WEEK 3

Customer Value Creation - Analytics

- Learn when and how you can leverage “big” data to generate customer insights and embed these insights into your products and services strategy
- Engage with basic, powerful analytical skills around “big” customer data to unpack your customer behaviour and measure the effectiveness of a marketing strategy

WEEK 4

Customer Value Creation - Experiences

- Learn how to deliver powerful customer experiences along the customer journey
- Internalise the strategic importance of online content in the digital age and how you can turn your organisation into a content powerhouse in the marketplace
- Understand and leverage the future of AI in digital marketing

WEEK 5

Strategy to Execution

- Gain a view and appreciation for the design of a digital marketing organisation including the roles, structures, and movements required to drive effective change
- Learn how to manage internal change in organisational structure, leadership, processes, governance, talent, incentives, culture, and – most importantly – employees

DATES AND FEES

Action Learning Project (ALP)

These guided 'real-world assignments' are a core element of INSEAD's Online programmes, designed to increase business impact, and to enable you to take newly acquired skills and apply them within the context of your actual job and organisation.

Each online programme centres around a specific Action Learning Project related to the learning objectives of that programme, allowing you to test ideas in a risk-free environment, then devise a realistic strategy plan that can immediately be executed once you return to work. Working with the learning coach, you will design an ALP that is right for your organisation and your personal learning objectives. For those attending the programme with a group of colleagues from the same company or organisation, the learning coach can help you structure a more ambitious team ALP to collaborate and work on together.

There are three phases to the ALP process: First, you will agree on the scope of your ALP with the learning coach, to make sure it aligns with the learning objectives of the programme and culminates in a concrete end goal.

Second, in each of the content weeks, you will apply the tools and concepts from that week to your ALP.

Third, at the end of the content weeks, you will synthesise elements from your weekly submissions to propose concrete strategic recommendations for your organisation, and submit them for peer review. In the final week of the programme, the peer review will take place, where every participant will review 2 to 4 other submissions and provide peer feedback.

Learning Coach

Learning coaches, led by INSEAD alumni, are available throughout the programme to help you achieve your learning objectives, as well as help move the discussion forward and exchange ideas with you. Experienced and successful business professionals from diverse industries, our learning coaches guide you in your learning journey, especially your ALP, to bring the learning alive in your business context. They work closely with you and help you design an ALP that focuses on your personal development goals, provide feedback and keep you moving in the right direction.



Dates

Begins 17 March 2025 - 5 weeks*

*Individual application deadline: 3 March 2025 at 11am CET
Group application deadline: 14 February 2025*

Fees

€1,910**

Contact

Shabir SHAH

Programme Advisor

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*The programme content is delivered over the specified consecutive weeks, followed by 2 weeks to finish project work and engage in peer review.

**Fee subject to change. Local taxes shall apply at the prevailing rates. We offer a concession of 20% for groups of 5 participants or more.

YOUR ONLINE LEARNING JOURNEY

Each week of content follows a very clear path to facilitate learning for busy executives. The programme culminates with 2 extra weeks to finish the project work and engage in peer review.

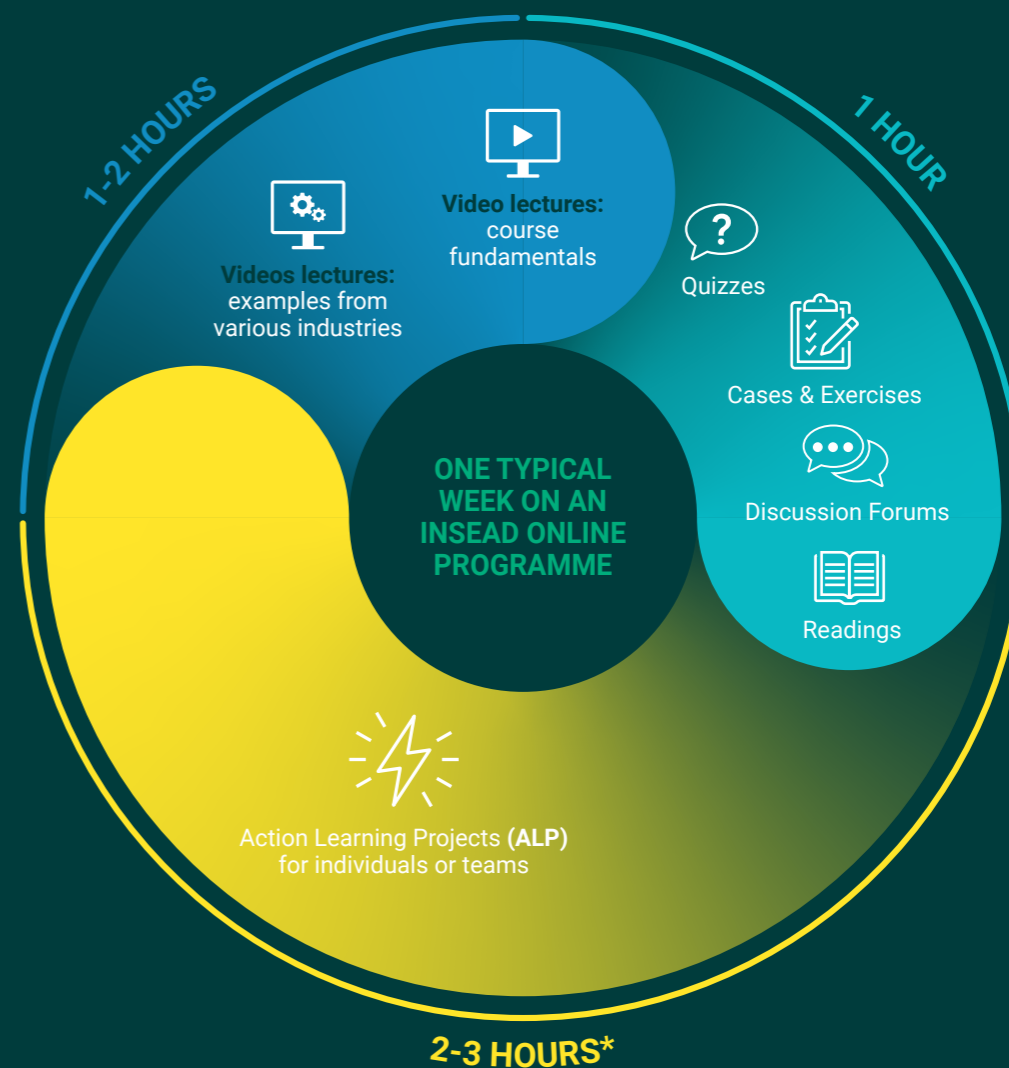


*Please note the programme may include a pause week(s).

WHAT DOES A TYPICAL WEEK ON AN INSEAD ONLINE PROGRAMME LOOK LIKE?

Our online programmes combine a number of learning elements to create a balanced blend of learning, interactions and application in the learning journey for participants. The platform allows participants to learn at their own pace during each week, by viewing the content, completing assignments and engaging in discussions.

Participants earn points as they go, with a 'leaderboard' featuring the most engaged participants each week. Every week, questions are posted by participants for the INSEAD faculty, who then respond through just-in-time videos and live calls. On average, the programme takes **4-6 hours per week***.



*This is the **recommended** number of hours per week however please note that working on the Action Learning Project (ALP) may require up to two additional hours/week.

FAQs

How do I apply and what is the selection process?

Similar to our face-to-face programmes, we have an application and admission process in place for our online programmes to ensure a diverse and motivated group of participants for a rich learning experience. The Admissions Committee reviews all applications to ensure that each participant fulfils the requirements and any pre-requisite request for the programme. The Admissions Team will then confirm if you are accepted to the programme.

How much time should I expect to dedicate to the programme every week?

The programme should take approximately 4-6 hours, and potentially may entail up to 2 additional hours/week to complete Action Learning Projects (ALPs). You can expect to devote 1-2 hours per week watching video lectures on fundamental concepts, 1 hour per week on interacting with fellow participants in discussions or reflecting on the concepts through quizzes and reflections, and 2-3 hours per week in applying the fundamental concepts in an ALP to understand their relevance to your everyday work.

What is the weekly learning rhythm during the programme? Do I need to be online at specific times during the programme, or can I learn ahead of the rest of the class?

The programme is designed in a manner to encourage the whole class to learn together, moving at a certain pace from week to week, while providing enough flexibility within each week for the participants to review the content at their own convenience. While a week is open, you can login any time at your convenience and review the weekly content at your own pace, as the learning design is asynchronous.

What is the role of the Learning Coach?

At INSEAD, you never learn alone. To bring this notion alive in the online setting, we have built a learning community comprising of the participants, the faculty and the learning coach. The learning coach plays an integral part in stimulating content discussions, encouraging collaboration between participants as well as guiding the participants closely in the design of their Action Learning Project.

Will I have an opportunity to interact with INSEAD Faculty?

Yes, of course. We purposefully limit class sizes to ensure ample faculty-to-participant time. At a minimum, participants can expect at least one live call with the faculty to discuss course content. In addition, the faculty would be reading your thoughts in the discussion forums in the platform from time to time and answer your questions through periodic just-in-time recorded videos. The Faculty would be further assisted in these interactions by the learning coach, acting as a bridge between the participants and the faculty.

Will I be able to interact with other participants?

Yes, of course. The learning experience is designed to encourage interaction. Participants are able to interact with each other through discussion forums, interspersed throughout the platform. In addition, participants would have the option to work on the Action Learning Project in groups with fellow participants. They would also have the opportunity to interact with each other during the live call with faculty.

What are the learning requirements in order to successfully complete the programme?

Our online programmes, like our face-to-face programmes, follow a rigorous learning process. Participants are expected to fulfil a certain minimum criteria to earn the certificate of completion.

What do I receive upon completion of the programme?

Upon successfully completing all the programme requirements in time, you will receive an official Certificate of Completion from INSEAD, which you can also share with your network on LinkedIn.

I work for a company or organisation that would like to enrol multiple employees in the same programme. Is this possible?

Absolutely, and we actually encourage participants to attend in teams in order to maximise the learning and impact. We also offer a special fee for groups of executives attending from the same organisation, so please feel free to contact us for more details.

For more details, and additional FAQs, please refer to our website: www.insead.edu/executive-education/open-online-programmes/driving-digital-marketing-strategy-faqs



Practical Information

We are continuously adding new online programmes and sessions throughout the year.

Please make sure you refer to our website for the latest dates and information:

<https://www.insead.edu/executive-education/open-online-programmes>

Contact us

For more details about our programmes & offers, or to apply, please contact:

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Take a first step towards organisational transformation today.

Contact our team to discuss your needs and challenges now.

Special Offer for Groups

Our open online programmes offer the possibility to cater to groups coming in from the same organisation.

For a group of 5 participants or more who want to attend one of our open online programmes, we offer a 20% concession.

Special Offer for Past Participants

Past participants of INSEAD Executive Education Open Programmes (on-campus, live virtual and blended) are eligible for a 15% concession on a cohort-based online programme or microcredential. To access the offer, please contact a programme advisor.

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