ADVANCED MARKETING CERTIFICATE PROGRAM
A Strategic and Experiential Foundation for Today’s Marketers
SMU | COX
SCHOOL OF BUSINESS
# LEADING EDGE CURRICULUM

Learn the latest in marketing today. Apply it tomorrow.

## WEEKS 1-5: BUILDING A STRONG FOUNDATION

- **Segmentation** | Step-by-step positioning techniques.
- **Consumer Behavior** | Study of consumers in the information rich environment.
- **Branding** | Everything from low-tech to hi-tech and goods to services.
- **Pricing** | Global, competitive and dynamic.
- **Advertising** | How it works (and doesn’t) in our new digital world.

## WEEKS 6-10: TAKING IT TO THE NEXT LEVEL

- **Strategic Marketing** | Strategies for a fast-changing marketplace.
- **Customer Engagement** | CX, journey mapping and reward programs.
- **Omni-channel Marketing** | Creating value at multiple touchpoints.
- **Digital Marketing** | Building an integrated digital marketing ecosystem.
- **Social Marketing** | Using social platforms to meet business objectives.

## WEEKS 11-14: APPLYING KNOWLEDGE GAINED

You will leverage all previous lessons learned and apply them in a 4-week competitive market simulation group exercise that develops:

- Product Features
- Retail Pricing
- Go-to-market Strategies
- Promotional Budgets
- Strategic Marketing Plans

## WEEK 15: AMCP SUMMARY

- Program Accomplishments
- Student Alumni Testimonials
- Special Guest Speakers
- Student Takeaways
- Networking

## WEEKS 1-15: PERSONAL JOURNAL EXPERIENCE

Students work in an online journal, recording what they learned after each session and how they would apply it to their particular career or business situation. Each student is assigned a COX AMCP faculty member who will serve as a mentor during this journal experience.
Learn from acclaimed professors and expert practitioners.

The best Cox School Marketing Department faculty and industry experts teach the Advanced Marketing Certificate Program (AMCP). Professors teach individual sessions based on their expertise, research and industry experience.

Professor Tassu Shervani teaches the AMCP session on developing a strategic marketing plan, where he brings his extensive consulting experience to class. His consulting clients include Accenture, Coca-Cola, Dell, Lockheed Martin, Unilever, Texas Instruments, as well as several small and medium-sized firms. Professor Shervani has won the Best Teaching Award every year since 2010 and was given the prestigious Outstanding Teaching Award in 2017.

Rita Bargerhuff teaches the AMCP session focused on omni-channel touchpoint marketing. She has vast industry experience as the former Chief Marketing Officer for Rent-A-Center and 7-Eleven. Ms. Bargerhuff currently teaches in both the undergraduate and graduate programs for the Cox School of Business and obtains rave reviews from students.

John Kehler teaches two sessions for AMCP on digital marketing and social media marketing. He is the group head of digital strategy at The Richards Group, one of the largest advertising and branding agencies in the country. He has over 15 years experience in the field of digital marketing and teaches at both undergraduate and graduate levels for the Cox School of Business.

NATIONALLY RANKED SMU COX MARKETING DEPARTMENT

#4 in the nation for academic quality
USA Today, 2014

#7 in the nation Master of Science in Business Analytics (marketing and information technology) program
Financial Engineer, 2014

#8 “Overall best in the nation”
marketing education for business schools
USA Today, “College Factual,” 2017
ONE-ON-ONE CAREER COACHING

Consult about your marketing career with an experienced career coach.

Dennis Grindle is an esteemed career coach with masters-level certificates in career counseling and business. Over the last 30 years, he has been involved in career counseling, developing career programs and career centers in several universities including Cal State, Duke University, Rice University, UCLA, UT Austin, and SMU Cox. Dennis works with AMCP students on career advice, resume review, interview strategies, mock interviews and employer relationships.

AMPLE NETWORKING OPPORTUNITIES

Build relationships with reputed professors.
Network with your peers.

Connect to AMCP alumni through private
LinkedIn groups and alumni get-togethers.

After graduation, join the SMU Cox Network.
Privileges and benefits extend to speaker series,
special sessions and the occasional tailgate!

OFFERED TWICE A YEAR ON OUR BEAUTIFUL DALLAS CAMPUS

FALL – 15 weeks
September – December
Tuesdays, 6:30 p.m. – 9:30 p.m.

SPRING – 15 Weeks
January – May
Tuesdays, 6:30 p.m. – 9:30 p.m.

AFFORDABLE TUITION AND GREAT VALUE

$3,470 – Prepaid Tuition, if paid 2 months prior to start date.
$3,770 – Regular Tuition due by start date.
$1,290 – 5-week Payment Plan with 3 installments.
• Early bird, group and non-profit discounts are available.
• Tuition includes dinner prior to class and lecture materials.
• Financing available through Sallie Mae.
• $200 – Withdrawal cancellation fee.

For more details, please refer to our website at smu.edu/cox/amcp
Michael Woodward
Sales Leader, PepsiCo | AMCP ’14

“The AMCP is taught not only by world-class faculty members, but also by successful working professionals from some of the leading companies in Dallas. This makes the program an excellent venue for expanding one’s professional network and creating new opportunities.”

Lacey Jeffrey
Business Consultant Brand Strategy, Southwest Airlines | AMCP ’15

“The AMCP was a catalyst in propelling my marketing career. In connecting with the expert faculty during the program, I ultimately decided to pursue an MBA in marketing and business analytics at the Cox School. The strength of the Cox network and curriculum were instrumental for my career trajectory.”

Stacy Swierenga
Dealer Events Analyst, Luxury Vehicle OEM, Plano, TX | AMCP ’17

“During my recent job search, I enrolled in AMCP to sharpen my marketing skills. An added benefit of this outstanding program is a career counseling session with Dennis Grindle. Dennis helped me prepare for in-depth panel interviews and shared tried-and-true techniques to tackle STAR questions. I’m happy to report that I received 2 job offers and landed my dream job. Thank you Dennis!”

Participants
Junior-level • Mid-level • Senior Marketing Executives • Senior Executives • General Managers • Consultants • Sales • Advertising • PR • Small Business Owners • Entrepreneurs Private Equity Managers • Startups • Students • Recent Graduates • Aspiring Marketers

Participating Companies
AT&T • American Airlines • American Heart Association • Bimbo Bakeries • Clear Channel Outdoor • Dallas Morning News • Frito Lay • JCPenney • Highland Park Presbyterian Church Magic Logix • Mary Kay • Research Now • Samsung • Verizon • iStation • iProspect.com

ALUMNI TESTIMONIALS
• Apply the latest marketing techniques in your workplace
• Learn to create new marketing strategies
• Contribute to the marketing conversation about your company’s daily tactics
• Build a lasting network of colleagues and mentors
• Enhance your personal marketability

APPLY AT smu.edu/cox/amcp

For questions, please contact:
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Advanced Marketing Certificate Program
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