

MOBILE LEARNING—100% ONLINE

# CERTIFICATE PROGRAM IN CUSTOMER CENTRICITY



PRESENTED BY:



Coles College of Business  
Executive Education Programs

POWERED BY:

Sheth Leadership Academy



DRIVE REVENUE GROWTH VIA CUSTOMER CENTRICITY

## YOUR LEAD INSTRUCTOR



JAGDISH SHETH, PH.D.  
WORLD-RENOWNED  
SCHOLAR, CONSULTANT  
AND AUTHOR

DR. SHETH IS THE  
CHARLES H. KELLSTADT  
PROFESSOR OF  
MARKETING AT EMORY  
UNIVERSITY. HE IS A  
INTERNATIONALLY  
RECOGNIZED THOUGHT  
LEADER IN THE AREAS OF  
CUSTOMER CENTRICITY,  
CONSUMER PSYCHOLOGY,  
RELATIONSHIP MARKETING,  
COMPETITIVE STRATEGY AND  
GEOPOLITICAL ANALYSIS.

## The Future of Learning is Here!

World-class training delivered directly to your desktop, laptop, tablet or smart phone.

The Michael J. Coles College of Business at Kennesaw State University is proud to partner with Dr. Jagdish Sheth and the **Sheth Leadership Academy** to offer a new Certificate Program in Customer Centricity. Learn the skills you need to drive revenue growth, build customer loyalty and out-smart your competitors!

The **Certificate Program in Customer Centricity** focuses on the concept of customer-centric marketing and what it means to be a genuinely customer-centric organization. Topics include:

- ★ The evolution of the marketing practice
- ★ The strategic advantage of customer centricity
- ★ Aligning marketing with the customer's needs
- ★ 10 strategies for building a customer-centric organization



# CERTIFICATE PROGRAM IN CUSTOMER CENTRICITY

WHAT'S  
DIFFERENT  
ABOUT THIS  
PROGRAM?

Watch the video and then complete the task below.

Video 4:29

This is an opportunity to better understand the evolution of marketing.

Identify key points from the video by dragging the item on the right and dropping it into the correct box on the left.

(drag+drop items on right to a group)

Product Centric Marketing

Segment Centric Marketing

Customer Centric Marketing

Meet Dr. Jagdish N. Sheth

The Evolution of Marketing

Produced by Dr. Jagdish N. Sheth, CEO and Founder of Sheth Leadership Academy

Submit

Challenges: 0/12  
This Challenge: 28 Points  
Activity Points Earned: 0/300

Discussion

## Experience an Award-Winning Online Platform

Jubi is a modern learning platform that transforms learning from an event to a highly-engaging process. It motivates learners to attain higher levels of skill, achievement, and productivity.



## Coles College of Business

The Michael J. Coles College of Business, recognized as leaders in higher education innovation, is paving the way again! This mobile-learning program offers practical knowledge, backed by research and proven in practice. The program provides just enough knowledge, just in time, at your fingertips 24/7!

The Coles College Executive MBA program was recently ranked #9 in the world by CEO magazine.

## Earn A New Credential

Upon program completion you will earn a **Digital Badge** or an **Executive Certificate in Customer Centricity** that you can display in the accomplishments section of your LinkedIn profile page.

## Conquer the 10 Levels

Let's Get Started!

What is Customer Centricity?  
Gain a Competitive Advantage  
The Power of Customer Loyalty  
Performance Value Strategies  
Price Value Strategies  
Service Value Strategies  
Manage Customer Expectations  
Implement Customer Centricity  
Let's Make It Happen!

*Your Reward: Earn a Certificate  
in Customer Centricity!*

YOUR  
TRUSTED  
UNIVERSITY  
PARTNER

DIGITAL  
BADGE OR  
EXECUTIVE  
CERTIFICATE  
THE CHOICE  
IS YOURS!

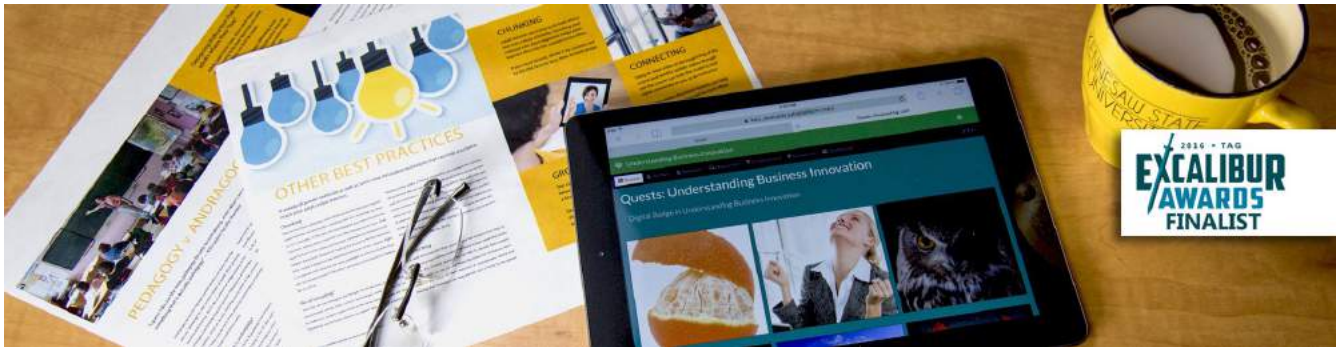


## Digital Badge or Certificate? Your Choice!

The *U.S. News and World Report* magazine named Digital Badges and micro-credentials the #1 trend to watch in higher education and workforce development in 2017. Digital credentialing is gaining in popularity with professionals of all ages. However, the choice is yours! You can receive a **Digital Badge** or an **Executive Certificate**.

WHAT'S  
SPECIAL  
ABOUT THE  
ONLINE  
PLATFORM?

## Experience the Highest Level of Online Learning



Most of us have only experienced the Level 1 and Level 2 versions of online learning which offer sub-standard content, passive learning and clumsy technology. The Digital Badge in Customer Centricity is delivered via the **Jubi platform** which delivers a Level 4 experience that uses the best practices in **gamification, micro-learning, and on-the-job application**.

This unique approach to mobile learning was chosen as an **Excalibur Awards Finalist** by the Technology Association of Georgia for innovation in technology enhanced learning.

WHAT WILL  
I LEARN?

## Mastering the Art and Science of Customer Centricity will Drive New Revenue Growth and Accelerate your Career!

While most companies know they need customer centricity, few of them are able to do it successfully. Participate in this mobile-learning program and you will learn how to:

- Lead customer-centric strategies and initiatives
- Better understand your customer's needs
- Leverage performance, price and service value
- Consistently exceed customer expectations
- Drive customer loyalty and client retention
- Build a customer-centric culture and mindset
- Effectively align marketing with customer needs
- Understand the Tripod Model of Customer Value
- Create and deliver new value to customers
- Build a truly customer-centric organization
- Implement ideas that make your competitors cry!

For **\$895 per person**, you will experience 20+ hours of highly-engaging videos developed by the Sheth Leadership Academy and the Coles College of Business. Discounts available to companies that send a team and the program can be customized for a company or industry.

WHAT  
DOES THE  
PROGRAM  
COST?



### Live Classroom Option

*Interested in a Hybrid Solution?*

You can participate in the program 100% online or we can customize the program and add face-to-face Application Labs.

Call 470-578-3685 for details!

READY TO  
BEGIN?

## Interested? Please Send us an Email or Give us a Call

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