

>> Program Fact Sheet



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Program Format:

Delivered 100% online; Experience the fun and flexibility of learning on an award-winning, “game-ified” platform!

Program Developer:

The Sheth Leadership Academy founded by Dr. Jagdish Sheth

Program Partner:

The Michael J. Coles College of Business at Kennesaw State University

Academic Credential:

Digital Certificate in Customer Centricity from Kennesaw State

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ONLINE PROGRAM IN CUSTOMER CENTRICITY

ENJOY 15 HOURS OF ONLINE LEARNING WITH THE WORLD'S CUSTOMER CENTRICITY EXPERT



>> The Michael J. Coles College of Business and Kennesaw State University are proud to partner with Dr. Jagdish Sheth and the **Sheth Leadership Academy** to offer a new 100% Online Certificate Program in Customer Centricity.

The key program topics include:

- > Understanding the evolution of the marketing practice
- > Harnessing the power and promise of customer centricity
- > Creating value for customers—performance and price
- > Gaining a competitive advantage through customer loyalty
- > Aligning marketing strategies with the customers' needs
- > Understanding and managing customer expectations
- > Building a genuinely custom-centric organization

The program features guest appearances by:

>> **Jagdish Sheth, Ph.D.** is a world-renowned scholar, author, and consultant. He is an expert in relationship marketing, customer centricity, and geopolitical analysis. Dr. Sheth was recently awarded the Padma Bhushan Award by the Government of India. This is India's highest civilian award for literature and education.



(Left to right) **Dick Anderson**, Fulton County Manager; **Ken Bernhardt**, GSU Regents Professor of Marketing; **William Pate**, CEO, The Atlanta Convention & Visitors Bureau; and **Doug Shipman**, CEO, Woodruff Arts Center.

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WHO SHOULD ENROLL?
THE CUSTOMER CENTRICITY
CERTIFICATE PROGRAM

This program will benefit any individual or organization who wants to improve revenue growth and organizational success by developing a customer-centric strategies and action plans.

>> **Executive Decision-Makers** who want to dramatically improve their company's customer-centricity strategies and mindset.

>> **Sales and Marketing Managers** who want to take their customer centricity skills, and their careers, to the next level.

>> **Marketing Professionals** who want to improve their knowledge and skills in customer centricity; and earn a new, highly-valued credential.



>> **Your New Credential!**

The Michael J. Coles College of Business at Kennesaw State University will award program graduates with a highly-valued **Digital Badge in Customer Centricity** (shown above).

Sheth Leadership Academy



The Certificate Program in Customer Centricity is part of the Sheth Leadership Academy's core curriculum representing over 50 years of education and consulting experience by Professor Jag Sheth, a renowned scholar and internationally recognized business thought leader. Dr. Sheth has captured a tremendous pool of knowledge and distilled the learning into bite-sized, interactive modules.

The SLA topics include branding, relationship marketing, innovation, geopolitics, customer centricity, managerial marketing, developing a global mindset, competition marketing strategy, consumer behavior, B2B marketing and sales, and strategic leadership.

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WHAT IS THE VALUE?
THE PROGRAM'S TOPICS

While most companies know they need to be more customer centric, a very few of them are able to do it successfully.

The key topics covered in this mobile-learning program include:

What Is Customer Centricity?

The program focuses on the concept of customer-centric marketing and what it means to be a customer centric organization.

Implementing Customer Centricity

We will focus on the nine strategies on how companies can implement a customer-centric culture.

Creating Value for Customers

We will explore the evolution of the marketing practice and the transition from product-centric to competition-centric to customer-centric marketing.

Becoming a Trusted Advisor

This program covers what it takes for a professional services firm to move from being an expert for hire into becoming a trusted advisor.

Developing a Competitive Advantage through Customer Loyalty

Now more than ever, customer loyalty has become a strategic priority for most companies and industries.

Managing Diverging Customer Expectations

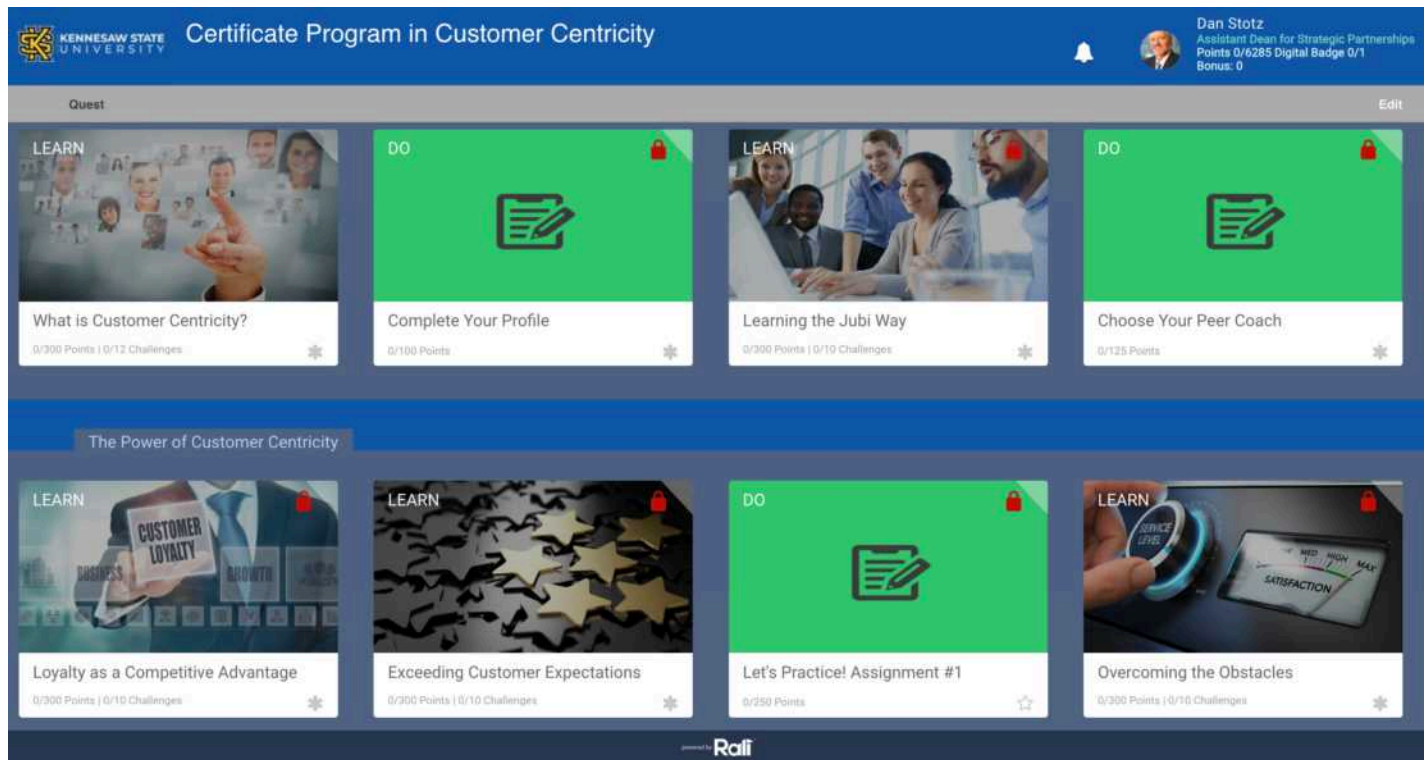
This program addresses the rising phenomenon of increasingly changing customer expectations, and a framework to manage it

Human-Centered Approaches for Planned Social Change

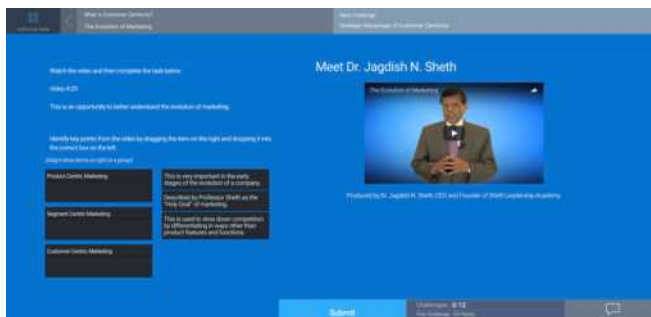
We will discuss how a customer-centric mindset can affect social change in a planned manner.

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>> Customer Centricity Program



EXPERIENCE AN AWARD-WINNING ONLINE PLATFORM



>> **Welcome to “GAME-ified” Online Learning**
We’re never more serious than when we play. The Certificate Program in Customer Centricity is built on an award-winning platform that makes online learning engaging, relevant, challenging, and, most importantly, fun!

You will conquer quests, overcome challenges, earn points, and climb the leaderboard—while gaining the knowledge and skills you need to master the science and art of developing a customer-centric mindset and culture.

PROGRAM INVESTMENT

>> \$595 per person

PROGRAM DISCOUNTS

>> We offer a **10% discount** to organizations who send 2 or 3 employees and a **15% discount** when you send 4 or 5 employees. We also offer a **20% discount** to non-profits, military veterans, and KSU alumni.

PROGRAM REGISTRATION

There are three ways to register:

- > Call the Coles College Executive Education Center at 470-578-6050.
- > Send an email message to jrensha2@kennesaw.edu.
- > Register online at our website: ColesCollege.com/ExecEd