



EXECUTIVE EDUCATION GROWTH MARKETING CERTIFICATE COURSE

Request for Approval / Funding

Modern marketing must focus on growth—generating pipeline and revenue in a predictable, sustainable, measurable, and provable way. Few executive education programs cover growth marketing, but this unique certificate course does so, teaching proven best practices and providing practical business tools.

Format: Online, self-paced executive education course

Audience: Marketing professionals and leaders

Cost: \$5,000 per participant

Details: www.bauer.uh.edu/executive-development/growth-marketing

Addressing a Key Business Need

Most organizations invest significantly in marketing but lack a **clear, shared understanding of how marketing activities translate into sales pipeline, revenue, and growth**. As a result, in many cases:

- Marketing functions as a cost center rather than a growth engine
- ROI is unclear, and budget planning and revenue forecasting are difficult
- Finance and Sales struggle to evaluate marketing's contributions and impact
- Growth often stalls due to misalignment, not lack of effort or activity

This course addresses a **structural gap** in the marketing business function, not individual employee skill gaps.

Aligning to CEO & CFO Priorities

This course equips marketing leadership to:

- Connect marketing strategy directly to **revenue outcomes**
- Build a documented and defensible **growth narrative** for executive and board discussions
- Align Marketing, Sales, and Finance around common **growth metrics**
- Improve capital allocation by focusing spending on measurable **growth drivers**

This results in better decision-making, clearer accountability, and reduced investment risk.

Accessing Unique Insights and Resources

Unlike traditional executive education offerings in marketing, this certificate course:

- Is taught by a **3x Chief Marketing Officer** with years of experience reporting to CEOs and Boards
- Focuses on **revenue systems** and strategic business impact, not isolated tactics or channels
- Includes proven best practices and **practical tools** designed for use in real-world business settings
- Bridges **Marketing, Sales, and Finance** perspectives for alignment across areas critical to company growth

Practical Business Outcomes

After completing the program, participants will be able to:

- Clearly explain and report marketing contributions to **pipeline and revenue**
- Implement and support marketing initiatives to deliver **growth impact**
- Align **cross-functional teams** around a shared, effective growth model
- Demonstrate and improve **marketing ROI** (reducing spend on activities that do not drive revenue)

Recommendation: Approve funding for this course as a professional development and growth initiative aligned to company revenue objectives.