



Program Overview

This executive education course addresses a critical gap in how marketing is taught (and often practiced) today: the ability to directly connect marketing activities to measurable revenue outcomes.

While most marketing programs focus on channels, branding, and campaign execution, growth-focused marketing leaders know how to consistently impact sales pipeline, revenue growth, and business performance. This self-paced, online executive education course equips participants with a system-level understanding, proven methodologies, and practical approaches to implement growth marketing in their organizations.

Developed and taught by a 3x Chief Marketing Officer with years of experience reporting to CEOs and Boards, the course is grounded in real-world business requirements, with a strong focus on accountability, measurement, and financial impact.

Key Learning Outcomes

Participants will learn how to:

- Quantify marketing's contribution to revenue, pipeline, and business-level KPIs
- Build and manage a measurable, scalable demand generation engine
- Develop attribution models that connect marketing activity to business outcomes
- Align marketing and sales on shared revenue goals
- Improve funnel conversion rates and sales velocity
- Report marketing performance in terms relevant to executive leadership and Boards

Ideal for:

- Mid-career marketing professionals who want to gain valuable skills and advance their careers
- Marketing leaders responsible for pipeline generation and performance
- Cross-functional leaders in sales, finance, and operations seeking alignment with marketing
- Organizations that need to improve marketing ROI and revenue predictability

Differentiation

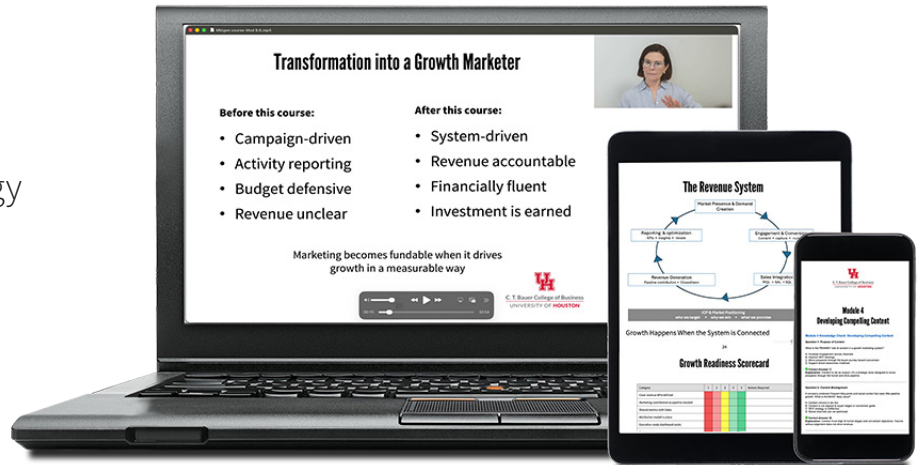
This innovative course offers unique and valuable benefits available nowhere else:

- Focuses explicitly on marketing's role in driving revenue—not just activity
- Emphasizes measurement, attribution, and ROI at a business level
- Is practitioner-led, based on real-world executive experience
- Bridges the gap between marketing execution and executive decision-making

Structure and Content

The course is delivered as an on-demand, online program consisting of 8 modules:

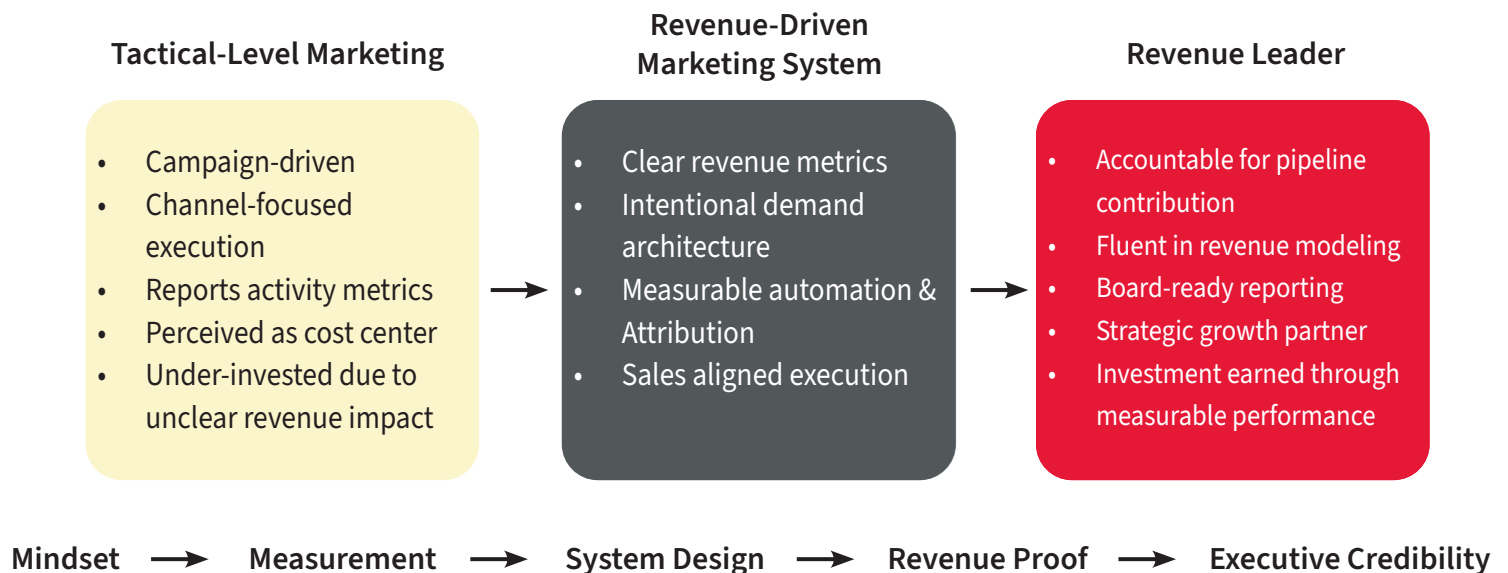
1. Growth Marketing Fundamentals
2. Metrics That Matter
3. Campaign Strategy & Architecture
4. Developing Compelling Content
5. Marketing Automation & Technology
6. Attribution & Revenue Modeling
7. Sales & Marketing Alignment
8. Executive Reporting & Capstone Blueprint



Each module includes 6-8 focused video lessons, practical tools, and applied exercises.

From Tactical Marketing Activity to Revenue Leadership

This course equips marketers to build demand systems that drive, measure, and prove revenue growth.



Don't wait to transform your organization and accelerate your career—register today!