

EXECUTIVE EDUCATION



5th

King's ranked **5th in Europe** for positive environmental and social impact

2022 Times Higher Education Impact Rankings

Top 10

King's Business School ranked in **top ten** UK universities for business and management

2021 Research Excellence Framework

6th

King's ranked in the **top 10 best universities** in the UK

Times Higher Education 2023



Welcome to King's Business School...

I'm delighted to showcase our executive education portfolio and capabilities to you and your organisation.

At King's we believe in making the world a better place. King's Business School does this by leading challenging and impactful conversations and educating all levels of business to work towards building better business for a better world.

It is an exhilarating yet uncertain time to be in business. Our mission is to enable you to tackle your most pressing challenges and, more importantly, to position yourself and your organisation to take advantage of the opportunities in today and tomorrow's landscape. We believe purpose, impact and profit go hand in hand.

Whether you are reading this brochure for yourself or your organisation, we invite you to partner with us to advance your goals and to positively impact the world. Contact us to speak with one of our experienced team members about the support we can give you to achieve your objectives.



Professor Giana Eckhardt
Vice Dean, Engagement & Executive Education

Executive Education at King's Business School

Accredited by AACSB and EQUIS, King's Business School is rated one of the top 10 business schools in the UK*. Fully integrated into the wider King's College London community and with a heritage of pioneering thinking, our students and academics have unlimited opportunities for collaboration, research and developing their career prospects.

Located in the very heart of London, we sit alongside bold new start-ups, established public organisations and multinational conglomerates. Businesses inform our teaching, engage with our thought leadership and benefit from our insights and education.

King's Business School undertake ground-breaking research that improves the way people do business. We put our commitment to drive positive change at the heart of our research and education, engaging with organisations around the world to create real value for society.

We believe business schools must evolve to drive the development of more ethical, inclusive and sustainable companies. Transforming today's grand challenges into solutions requires rigorous education and engagement to put that insight into practice.



All participants who complete the courses in these pages will automatically join our King's Business School Executive Education Alumni community. You will join a network of motivated and engaged leaders like yourself, committed to advancing their careers and organisations. You will also automatically receive invites to relevant King's Business School events, new thought leadership and a discount on future participation in executive short courses.

Executive Education portfolio

	Career level	Early career	Mid career	Senior leadership
Open courses				
Building Gender-Inclusive Workplaces – page		▶	▶	
Emerging Leaders Programme – page 7		▶	▶	
ESG: Moving Beyond Compliance to Creating Value & Opportunity – page			▶	▶
Finance for Non-Financial Leaders – page		▶	▶	
Leading with EQ – page 10		▶	▶	
Mini MBA for In-house Lawyers – page 11			▶	▶
Senior Leaders Programme – page 9				▶
Strategic Management & Governance – page			▶	
Strategic Marketing – page		▶	▶	
Leadership & People Management Programme – page 8			▶	
Executive masters				
Executive MBA				▶
Executive MSc in Strategic Marketing			▶	▶

Custom solutions

King's Business School is experienced designing, developing and delivering custom solutions for organisations that are tailored to your needs. We work in partnership to understand and analyse your context and to co-create learning interventions that upskill your teams and create lasting impact in your organisation. Contact us to discuss your goals and to find out more about our successful case studies.

OPEN COURSES

6

King's Business School | King's College London



Emerging Leaders Programme

As a new leader you're entering an era when we need big solutions to big problems. No one person can achieve this alone. At King's we believe anyone can learn to lead and use leadership skills to galvanise teams and lead groups of individuals to fulfil your organisation's mission.

This self-paced online course has been designed to give you a deeper understanding of what makes an effective leader and to understand yourself as a leader in a flexible, accessible study format. You will be able to work through the course at your own pace and revisit the components and activities as needed.

The programme will equip you with a full understanding of leadership and what makes an effective leader, guiding you through exercises and activities that will enable you to apply the learning in your own leadership role to help you explore who you are, and who you'd like to be, as a leader.

This course will equip new leaders, or those interested in leadership, with the essential toolkit of a contemporary leader and give you the confidence to continue your leadership journey wherever you are on it.

Programme impact

By the end of the course, you will be able to:

- Construct a personal development plan to build leadership competencies for your future career.
- Explain the varying perspectives on leadership, including leader traits, behaviours and skills and how it differs to management.
- Appraise your own values, skills and actions and identify your leadership profile based on these different perspectives and your own experiences to date.
- Identify the approaches needed to be a successful leader in the future.
- Apply theories and concepts to your own roles and situation in order to build teams for a collective approach to leadership.

Key facts

Duration and format:

Virtual self-paced

Course fee:

£1,500

Learn from experts:



Dr Alexandra Budjanovcanin is a Senior Lecturer in Work Psychology. Her focus in research is on professional careers, organisational leadership and emotions in the workplace. Specifically Ali studies how individuals adjust both positively and negatively to their careers. She also researches how leaders can more effectively fulfil their roles in the face of a changing world and directs a number of our executive education custom and open enrolment programmes for a wide variety of clients.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/emerging-leaders

Leadership & People Management Programme

Enhance your leadership skills and position yourself for immediate and future success.

As you move through promotions and career transitions it can be easy to progress without learning the foundations of good people management. This programme is designed for managers who are taking on new responsibilities, managing an expanded team or who are keen to improve their leadership skills. It will prepare you to master the fundamental pillars of people management and tackle leadership challenges to make the most of your team's potential.

Programme impact

The curriculum of the course is both rigorous and interactive and includes case studies, simulations and real-world projects. You will experience:

- **Leadership ideas and theory:** Put executive leadership and organisational challenges in context and develop new ways of thinking and acting.
- **Real-world insight:** Learn first-hand how leaders across a range of sectors and professions have faced significant challenges and opportunities in real-world situations in order to learn from their successes (and failures).
- **In-depth simulation:** Understand your own leadership in the context of the 'organisation' and gain real-time feedback and insights in order to fulfil your leadership potential.
- **Project and coaching:** Use the individual work-related project, supported by your own coach, to translate your new understanding directly into your own situation and embed your learning for the long term.
- **Networking:** Learn alongside managers and leaders from a broad range of roles, sectors, professions and geographic regions to bring you new perspectives and ideas.

Key facts

Duration:	4 days (full-time) and a Capstone Day
Format:	In-person
Course fee:	£2,950

Learn from experts:



Professor Alison Wolf CBE (left) Professor of Public Sector Management and a cross-bench peer. She has been a frequent consultant to governments and professional associations in the UK and abroad, and has a particular interest in the management of the professions.



Dr Alexandra Budjanovcanin (right) is a Senior Lecturer in Work Psychology. Her focus in research is on professional careers, organisational leadership and emotions in the workplace. Specifically Ali studies how individuals adjust both positively and negatively to their careers. She also researches how leaders can more effectively fulfil their roles in the face of a changing world and directs a number of our executive education custom and open enrolment programmes for a wide variety of clients.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/leadership-people-management

Senior Leaders Programme

King's is excited to be launching a multi-stage programme for senior leaders launching later in 2023. Designed for leaders who already have extensive management experience and a significant number of years leading teams, projects, and business units. The programme will update and develop next level leadership skills using cutting-edge research and insights from across King's Business School.

This multi-stage programme will focus on the pressing concerns and challenges that leaders of large teams, departments and organisations are facing today, including:

- How to develop your personal and organisational leadership skills to enable your business to thrive.
- How to structure and manage teams and embed a people and leadership strategy.
- Solutions for workforce resilience, employee engagement and retention.
- Fully understanding and embedding diversity and inclusion.
- Leading in a digital world.
- Embedding sustainability – moving beyond the basics to become a truly sustainable organisation.

Drawing on cutting edge research from across King's Business School and the wider King's community you will meet experts who are leading the discussion in each of these fields.

Registrations will open soon.
To register your interest in the course and be the first to hear about details, email us at:
exced-business@kcl.ac.uk



Leading with EQ

Leverage the science of emotionally intelligent leadership to build high performing teams, resolve conflict and manage effectively.

Over and above IQ, emotional intelligence predicts capability and the success of individuals. It is much more than managing feelings or emotions; emotional intelligence encompasses empathy, social skills, self-awareness, self-regulation and motivation.

Adept leaders will recognise and manage both their own emotions and the emotions of others to reduce conflict, foster productive working relationships and deliver organisational success.

Programme impact

Developing your emotional intelligence will enable you to utilise powerful techniques and tactics to enhance your working relationships and achieve better outcomes in scenarios such as:

- building high performance teams
- resolving conflict
- building your own resilience
- leading and managing effectively

You will leave the course with:

- A deeper understanding of your current capabilities and how they affect your workplace performance (conflict resolution, change management, teamwork, decision making and more).
- New knowledge and personalised strategies to develop your EI capabilities.
- An individual EQi 2.0 report measuring distinct aspects of your emotional and social functioning that affect workplace relationships. The report includes guidelines, tips and tailored content for you to implement to support your ongoing development.
- Actionable insights from a 1:1 coaching session that you can take back to your professional context and implement immediately. This session will also explain your EQi 2.0 report and identify developmental opportunities.

Key facts

Duration:	1 day
Format:	2 days plus 1 hour online coaching session
Course fee:	£1,500

Learn from experts:



Dr Alexandra Budjanovcanin is a Senior Lecturer in Work Psychology. Her focus in research is on professional careers, organisational leadership and emotions in the workplace. Specifically Ali studies how individuals adjust both positively and negatively to their careers. She also researches how leaders can more effectively fulfil their roles in the face of a changing world and directs a number of our executive education custom and open enrolment programmes for a wide variety of clients.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/leading-with-eq

Mini-MBA for In-house Lawyers

Designed explicitly for in-house and general counsel, you will develop your business acumen and sharpen your management skills by exploring an introduction to critical MBA disciplines such as accounting, finance, corporate governance, decision-making, strategy, human resource management and leadership.

Developed in conjunction with the Association for Corporate Counsel, the programme is designed for an international cohort and will welcome participants from across the UK, Europe, the Middle East, Africa and Asia-Pacific regions.

Programme impact

Developed and hosted by King's College London, who have a long and rich tradition educating London's legal profession, you will expand your professional network studying with an international peer group of in-house and corporate lawyers from a wide variety of organisations.

You will be able to immediately implement the learnings from the course to effectively manage work relationships, make better decisions that positively impact your businesses, increase your confidence and expand your professional skillsets.

- Develop a working knowledge of company accounts and financial statements.
- Explore the human resource management challenges and opportunities of high-performance environments.
- Enhance your understanding of how in-house counsel can work more effectively with all areas of the business in a multi-stakeholder environment.
- Build your knowledge of strategy formulation and implementation and how businesses respond to crises and disruption.
- Benefit from leadership development exercises that will develop your executive presence and equip you to adroitly empower and motivate your teams.

This programme is taught by a team of our leading business and law school experts covering the breadth of MBA disciplines and tailoring their teaching to the context of in-house counsel.

Designed and delivered in partnership with the **Association of Corporate Counsel**



Key facts

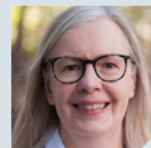
Virtual

Duration:	6 days (part-time) over 7 weeks
Course fees:	Full fee: £3,500
	ACC member fee: £2,400
	ACC in-transition fee: £1,600

In-person

Duration:	3 days (full-time)
Course fees:	Full fee: £4,500
	ACC member fee: £3,530
	ACC in-transition fee: £2,675

Learn from experts:



Professor Crawford Spence is a Professor of Accounting. He has held full-time academic appointments in the UK, the UAE and Canada, as well as visiting positions in France, Spain, Norway and Japan. His research is principally focused on the sociology of the professions, financial professional groups, how they negotiate political, social, cultural and economic change, and comparing these cross nationally.

Dr Catherine Tilley is a Lecturer in Business Ethics and Sustainability. Her research examines the ways in which people incorporate social and environmental sustainability into decision-making and the ways in which complex socio-technical systems adapt to climate pressures.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/mini-mba-in-house-lawyers

ESG: Moving Beyond Compliance to Creating Value and Opportunity

Navigate the complex and rapidly developing area of sustainable business and ESG measurement. Moving beyond mere compliance, this course will transfer skills and knowledge to managers and leaders in all areas of the business, ensuring they understand how the mainstreaming of ESG can, and must, be integrated into their own role and department in order to remain competitive and maximise opportunities for business.

Learning lessons from best practice and failed initiatives, this course will focus on educating all areas of the business to mainstream ESG and drive substantive sustainable and long-lasting change.

Day 1 – Sustainable business – boundaries, opportunities and headwinds

- Understand the impact of the climate crisis and the challenges we face.
- Consider the business opportunities these challenges present and the possibilities for sustainable growth – and the risks of standing still in business-as-usual.
- Start the shift towards embedding sustainability decision-making and practices in your organisation.

Day 2 – ESG in practice

- What does ESG mean today for your business from an operational and strategic perspective? Why now?
- Navigate the landscape of frameworks, ratings, scores and certifications.
- Understand what measurement and reporting excellence looks like in every department of the organisation including HR, estates, marketing, operations and finance.

Day 3 – Sustainability data – Collecting and reporting ESG performance

- Ensure you collect the right data, learn how to capture it and develop systems to support this.
- Explore the best practices and pitfalls in data analysis and reporting.
- Apply the lessons to your own context.

Day 4 (optional)

ESG for Finance Professionals

Explore specific areas of ESG measurement, reporting and due diligence. Understand the link between regulation and new sustainability accounting standards, and how ESG can create value and reduce risk across the organisation.

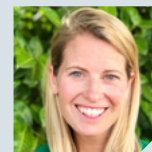
or Sustainable Business Transformation

Explore how managers and leaders can lead the shift from seeing sustainability as a function within the business to actually delivering and quantifying it in each area. Consider how you can use ESG to create value and opportunity using case studies who have transformed their business through ESG.

Key facts

Duration:	3 days (plus one optional day)	
Format:	In-person	
Course fee:	3 days:	£3,500
	4 days:	£4,400

Learn from experts:



Dr Marc Lepere (left) leads King's Business School's ESG executive education. He is an entrepreneur and founder of ESGgen.com, a new online solution designed for SMEs and start-ups to get annual, audited ESG accounts. He has also served as Chief Marketing Officer for Havas Worldwide, Executive VP for McCann Erickson WorldGroup and Deputy Chairman of Dentsu in Europe, Middle East and Africa.

Dr Robyn Klingler-Vidra (right) is a Reader in Entrepreneurship and Sustainability. Her research focusses on entrepreneurship, innovation and venture capital. She has delivered executive education for the LSE, PwC, Tel Aviv University and the UK Foreign and Commonwealth Office.

Programme impact

You will leave the course with a developed action plan for your own next steps to embed and mainstream ESG in your organisation. The course will be followed by a virtual coaching session where you can revisit your action plan and update your actions with a coach to ensure you successfully move forward.



For further information, please scan the QR code, or visit:
kcl.ac.uk/business/executive-education/open-course/esg

Finance for Non-Financial Leaders

Operate at senior levels and manage finances with confidence and skill. Beyond sound financial management, learn to represent your financial performance and resources within the organisation and wider world. Equip yourself to make and participate in senior level financial and strategic decision making.

This is an intensive short course offering ideas, insights, and lessons from practice to enhance executive and organisational capabilities in the area of financial communication and business partnership.

Programme impact

The curriculum of the course is simultaneously rigorous and interactive, and includes case studies, simulations and real-world projects. The programme offers:

- **In depth simulations:** Accelerate your learning through a series of role-play exercises designed to stimulate the immediate implementation of new ideas and skills in the area financial communication.
- **Ideas and theory:** Develop knowledge and ideas from the latest academic thinking, research and teaching at King's Business School.
- **Real-world insight:** Learn from the experiences of practitioners who have unique insights developed through the management of finance and organisational strategy.
- **Networking:** Learn alongside managers and leaders from a broad range of roles, sectors, professions and world regions to bring you new perspectives and ideas.

Key facts

Duration:	3 days
Format:	In-person
Course fee:	£2,750

Learn from experts:



Professor Crawford Spence is a Professor of Accounting. He has held full-time academic appointments in the UK, the UAE and Canada, as well as visiting positions in France, Spain, Norway and Japan. His research is principally focused on the sociology of the professions, financial professional groups, how they negotiate political, social, cultural and economic change, and comparing these cross nationally.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/finance-non-financial-leaders

Strategic Management & Governance

Accelerate your understanding of strategic management and corporate governance issues. Are you confident in your understanding of governance, compliance and corporate responsibility? Learn how to apply this thinking to your organisation and strategy.

A working understanding of corporate governance and compliance, together with knowledge of digital business models and challenges to strategic planning, is a prerequisite for anyone aspiring to a leadership position.

Programme impact:

Working with world-class academics and expert speakers, this programme will enable you to operate a higher strategic level in decision-making, strategy formulation and governance discussions.

- Navigate the global compliance landscape and understand the role of corporate governance and corporate law in practice.
- Enhance and inform your strategic decision-making with a greater understanding of the implications of global regulation, the digital landscape, risk, reputation and business culture.
- Learn how to incorporate regulation, systems and digital considerations into your strategy.
- Analyse and consider the governance functions of corporate boards, investor perspectives and new governance challenges.
- Develop your own strategic and proactive mindset with a fuller sense of the leadership role and future challenges.

Key facts

Duration:	3 days
Format:	In-person
Course fee:	£2,950

Learn from experts:



Professor Igor Filatovchev is a Professor of Corporate Governance and Strategy. His research interests are focused on a fast-growing area in the management and economics fields relating to corporate governance effects on internationalization strategy, entrepreneurship development and strategic decisions.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/strategy-governance

Strategic Marketing

Businesses today face a number of challenges, such as a rapidly evolving media landscape, platformisation and an increasingly more globalised market and customer base. Our Strategic Marketing course is designed to demystify these challenges and provide participants with the necessary skills to master them.

Our Strategic Marketing course has been designed to give you a broad understanding of the global marketing landscape and its future direction.

Using the latest research, tools and analysis techniques, you will be able to critically evaluate and develop successful marketing strategies and innovation for organisational growth and profitability.

Programme impact

This course will equip you to:

- Develop the marketing mind-set needed to succeed in a fast-paced digital world.
- Immediately apply your learnings after each session and beyond.
- Select the best strategies and market insights to create growth and a competitive advantage for your organisation.
- Understand consumers' behaviour in a (post) digital world.
- Build strong brands.
- Understand how to effectively use marketing communications.

Delivered by our leading marketing faculty, the programme brings in a roster of speakers and academics each leading their field in areas such as social media marketing, AI and machine learning, neuroscience, consumer privacy, services and platforms.

Key facts

Duration:	4.5 days
Format:	In-person
Course fee:	£2,950

Learn from experts:



Dr Stefan Bernritter (left) is a Senior Lecturer in Marketing. Before joining King's, he held positions at Goldsmiths, University of London and at the Amsterdam School of Communication Research, University of Amsterdam. Stefan's work focuses on consumer-brand interactions in today's rapidly changing environment, including topics such as mobile marketing, social media marketing and AI in advertising.

Dr Gillian Brooks (right) is a Lecturer in Strategic Marketing at King's Business School. She joined the faculty in 2020 after a post-doctoral research fellowship in Marketing at Said Business School, University of Oxford. Trained as a sociologist, Gillian investigates core topics in consumer behaviour, social media and marketing strategy.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/strategic-marketing

Building Gender-inclusive Workplaces

Move beyond tick box diversity activities to truly create structural change and inclusion in your organisation. Developed in partnership between King's Global Institute for Women's Leadership and King's Business School, this programme brings together leading ideas from across industries and contexts to present the most effective interventions to tackle barriers and increase gender inclusion.

This programme has been specifically designed to help leaders of businesses and EDI initiatives to harness the benefits of gender inclusion and avoid the common mistakes organisations make when enacting change programmes designed to increase gender inclusion.

Programme impact

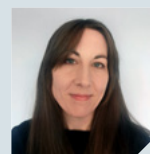
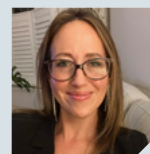
This programme will equip you with the latest cutting-edge research and the skills and insights that you can implement in your own organisation. You will be able to immediately apply the learnings from the programme to:

- Accelerate the process of progressing towards gender equality, reflected in your company's gender pay gap.
- Implement methods that have been demonstrated to deliver.
- Change the conversation in your organisation.
- Deliver increased value to your stakeholders and customers.
- Enable your people to fulfil their full potential.
- Scope out and develop an individual change project that will positively impact your organisation and environment.
- Reflect on your own leadership practices and approach to role model inclusivity.
- Embed an inclusive leadership culture in your team.

Key facts

Duration:	5 days (over 9 months)
Format:	Hybrid
Course fee:	£5,950

Learn from experts:



Professor Rosie Campbell (left) is Professor of Politics and Director of the Global Institute for Women's Leadership. She held positions at Birkbeck and UCL before joining King's in 2018. She has recently written on barriers to participation in politics, gendered patterns of support for the populist radical right and what voters want from their elected representatives.

Dr Madeleine Wyatt (right) is a Reader in Diversity and Inclusion and a Leverhulme Research Fellow. Her research examines equality, diversity and inclusion at work, organisational politics, and political leadership. By working with practitioners, politicians and policy makers, her work provides tools for organisations and political parties to advance diversity and inclusion.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/gender-inclusive-workplaces

EXECUTIVE MASTERS



Executive MBA

The King's Business School Executive MBA carries on the university's long tradition of bringing about change in society by developing leaders with impact.

To succeed in business today, you need to combine leadership skills with an awareness of wider social and environmental challenges. It's not enough to simply understand finances and expect to be profitable. You need to adapt to society's changing attitudes about the very purpose of business.

The two-year, part-time Executive MBA at King's Business School gives you the mastery of practical business skills you'd expect from a business course. But it adds the same level of rigour we demand from all our students and researchers. You'll see how purpose-led branding can bring new business opportunities. Discuss solutions to the obstacles your business faces in meeting its ESG goals, and explore what it means to be a leader and how you can drive change across your organisation and beyond.

You will come away equipped to respond to complex challenges, with confidence in your management abilities and a support network that will last a lifetime.

Programme impact

- **Personal transformation:** Develop personal and professional skills to transform your career potential in your journey to the C-suite.
- **Impact:** Drive real impact in your career, across your organisation and beyond.
- **Hands-on programme:** Focus on business challenges, instead of subjects.
- **Cross faculty expertise:** Discover the role of business in solving world challenges, alongside top academics across King's faculties and other future leaders.

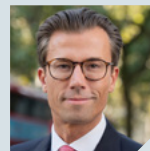
Much of the programme is focused on responsible business. Of course, we'll work with participants to develop the personal and professional skills to reach the C-suite. But to really succeed there, leaders need to understand the wider challenges organisations are facing, from the climate crisis to leveraging diversity in the workplace. Responsibility and profitability go hand in hand in today's business landscape.

Professor Giana M Eckhardt, Vice Dean of Engagement and Executive Education

Key facts

Duration:	Part-time over 2 years
Format:	Designed for busy executives, the programme include on-campus blocks every two months combined with high-quality blended and virtual learning
Course fee:	£47,800

Programme Director



Professor Jens Hagendorff is a Professor of Finance and the Director of the Executive MBA programme. He specialises in bank risk, systemic risk, ESG and the risk/return profile of companies. His work has featured in The Financial Times, Daily Telegraph, Guardian, BBC News and other media. He acts as an advisor and consultant to commercial and central banks and asset management firms.



For further information, please scan the QR code, or visit:
kcl.ac.uk/business/executive-mba

Executive MSc Strategic Marketing

Your pathway to the C-suite and senior roles in marketing. This programme is designed to equip marketing professionals and those working in related roles to think strategically and broadly about critical issues and challenges. It enables you to work effectively in complex professional environments, and develop the knowledge and skills to become an expert marketer.

This part-time MSc will equip you to develop the professional knowledge and marketing skills required to work effectively in complex marketing environments, while also enhancing your ability to think strategically about critical issues and challenges that face marketers.

It offers dedicated career-enhancement and coaching support for executive education candidates.

Our research-led programme will also allow you to develop additional crucial insights into marketing and consumer behaviour that are often immediately actionable for those students already in marketing roles.

Programme impact

- **Data-driven decision making:** Learn how to make data-driven decisions through applied projects and simulations to examine complex marketing problems and formulate strategic solutions.
- **Cutting-edge marketing knowledge:** Informed by world-leading research insights grounded in contemporary strategic marketing practices.
- **Leadership skills:** Develop transferable skills such as managing and motivating teams, coaching and mentoring and explore your leadership and communication style.
- **Strategic thinking:** Design innovative marketing strategies, set objectives, monitor performance and return on investment to take advantage of market opportunities.
- **Self-development:** Enhance your effectiveness as a marketing professional by critically reflecting on your practice and experience.

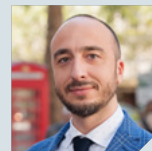
As organisations compete in increasingly more complex and fast-paced market environments, developing an effective marketing strategy becomes paramount. Marketing strategy can support organizations in navigating diverse macro-economic contexts, addressing evolving consumer preferences, and responding to a wide range of societal needs.

Dr Matteo Montecchi

Key facts

Duration:	Part-time over 2 years
Format:	Block weekend teaching designed for busy working executives (Friday evening/ Saturday/Sunday on designated weekends)
Course fee:	£24,300 including all tuition and coaching

Programme Director



Dr Matteo Montecchi is a lecturer in Marketing and the Director of the Executive MSc in Strategic Marketing. Trained as a market researcher, Matteo uses consumer-based insights to inform and direct managerial practice and has taught across the world.



For further information, please scan the QR code, or visit:

kcl.ac.uk/business/executive-education/open-course/emerging-leaders

CUSTOM SOLUTIONS

20

King's Business School | King's College London



Custom solutions for your organisation

Working in partnership with your organisation, King's experts can tailor our learning solutions to meet your needs. We can develop sessions, courses and exercises for individual sectors or industries and we can create customised activities or learning for organisations across the private, public and third sectors.

We will work in partnership with you to discuss your needs and support you in leveraging opportunities. As well as developing learning architectures that allow individuals to challenge accepted orthodoxies, consider leadership and management differently, while creating mindsets to think connectedly and globally, and develop new understanding.

This connected thinking goes to the root of what makes King's special. We have long recognised that the roots of most global challenges are complex and span academic disciplines and therefore require input from across a leading University. Our values lead us to engage innovatively and empathetically with our faculties and you to cultivate a uniquely interdisciplinary approach.

In doing so, we combine academic, and practitioner focussed strengths across a wide variety of fields to give immediate value and deliver positive change. Using research-led teaching and insight in this way we leverage leading edge thinking and will provide opportunities for your organisation to engage with our faculty and other experts and leverage deep expertise from across the University.

Working with you in this way we will create experiences, content, and relationships that will allow your learners, and their teams, to become creative and adaptive problem solvers as they prepare for future challenges.

Our partners



Cabinet Office



SOHO HOUSE



UK Atomic
Energy
Authority



Contact us

Contact our Client Director, Dr Tim Sellick for a friendly and open discussion about how we can work with you to achieve your objectives.

Dr Tim Sellick timothy.sellick@kcl.ac.uk

What next?

How to apply

Our programme experts are here to help you find the right course for your needs and to guide organisations on how we can work with you to achieve your goals.

They also offer support around making a business case to your employer and financing your executive course.

Book your individual consultation via our website.

Book your individual consultation via our website:
kcl.ac.uk/business/executive-education#enquiries



Financing your development

We understand that executive education is an important investment in your professional and personal development. We are delighted to offer a selection of preferential fees to support your participation in our executive education suite.

King's alumni:	15% discount
Executive education alumni:	15% discount
King's Health Partners staff	25% discount

Charities and groups

We are pleased to offer preferential rates for participants working in charitable organisations.

Scholarships for individuals

King's is committed to enabling the brightest and best candidates to benefit from our education. We offer a competitive package of scholarships for participants who meet our criteria and who are not able to take advantage of our preferential fees. Scholarships are available across our executive degrees and open courses. Visit our website to find out more or discuss your candidacy with our programme experts through an individual consultation.

King's corporate bursary

King's Business School understands the needs of organisations, to ensure the continuous development of their staff, not only preparing them for increased responsibility but keeping up to date with trends in best business practice.

To aid business in maximising these aims we offer a package of corporate bursaries across three levels of savings: Gold, Silver and Bronze.

The savings are offered when staff are booked onto one of our Open Programmes during the same academic year which runs from 1 August to 31 July the following year.

Please note that these savings cannot be used in conjunction with any of our Scholarships.

We encourage organisations looking to develop their teams to get in touch with us to discuss how we can partner with you.

King's Business School is a community of thought leaders who are developing bold ideas to tackle the world's grand challenges. This is in a context in which the purpose of business is shifting profoundly. Today organisations need to balance the needs of multiple stakeholders, including their own employees, communities, governments and the planet. This approach has the power to change the world for the better; but it is also much more complex. The school fosters knowledge, confidence and adaptability so that graduates become the right kinds of leaders for a shifting economy and society. I am proud to commend the business school and the Executive MBA programme to executives who want to lead better businesses and have a positive impact on the world.

Professor Stephen Bach, Executive Dean, King's Business School



**KING'S
BUSINESS
SCHOOL**



Book a consultation

If you would like any further information on the programme or to book a consultation, please complete the form at: kcl.ac.uk/business/executive-education#enquiries and a member of the team will contact you to discuss your requirements.

King's Business School

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Design: Day 1 | **Approved by:** brand@kcl.ac.uk, February 2023

This brochure was produced in February 2023. Although it was up-to-date at the time it was produced, please make sure you check our website (kcl.ac.uk) or contact us directly for the very latest information before you commit yourself to any of our courses

Please note that all teaching faculty are indicative and will be confirmed before a course start. Our full terms and conditions for short courses are available on our website.