

NACS

Marketing  
Leadership  
Program

Northwestern | Kellogg

# Know Your Customer. Be More Effective.

July 19-24, 2026

Kellogg School of Management | Northwestern University, Evanston, IL

Marketing is about building connections that create loyalty and show customers that you understand them and have what they need. Organizations that are customer-centric consistently outperform their competition. This program is designed for senior-level executives looking to hone in their skills through careful brand cultivation, segmentation and value-based offerings. By harnessing the insights on consumer preferences, leaders develop a greater level of strategic influence and transform their organization.

**During this program, convenience leaders will:**

- + Determine the most attractive customer segments to drive organizational growth
- + Build and strengthen company brand positioning
- + Optimize the customer experience and influence customer choices
- + Gain and translate insights about consumers' goals, beliefs and behaviors into an effective marketing strategy
- + Learn how to lead and contribute to a marketing-driven organization

This program has been customized for the convenience and fuel retailing industry, and is administered by faculty in the Kellogg School of Management, ranked the 2022 Best Business School for marketing MBA programs by *U.S. News and World Report* – providing a once-a-year chance for executives to get industry-specific training from world-class marketing experts.

View sample curriculum on reverse side.

To learn more and reserve your seat, visit:  
[convenience.org/ExecEd/Kellogg](https://convenience.org/ExecEd/Kellogg)

**Questions? Contact:**

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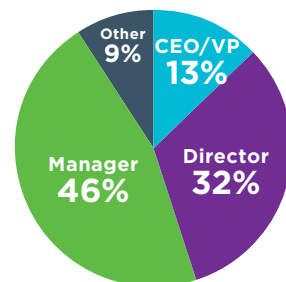
Ranked No. 1 Best Business School for marketing MBA programs by *U.S. News and World Report*

“This was one of the best educational programs I have ever participated in. The instructors were fantastic and the relationships I made are invaluable!”

**Past Participating companies include:**

- + Circle K
- + Cadena Comercial OXXO S.A. de C.V.
- + Shell International Petroleum Company
- + Pilot Travel Centers
- + Wawa, Inc.

**Attendee Profile:**



\*Intended for NACS retail and distributor members only.

# NACS Marketing Leadership Program at Kellogg School of Management | Sample Curriculum\*

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
<p><b>11:45am-1:00pm</b> Arrival, Check-in and Lunch</p> <p><b>2:00-2:30pm</b> Welcome to Kellogg, Program Overview Hennessy</p> <p><b>2:15-3:45pm</b> Strategic Marketing Hennessy</p> <p><b>4:00-5:30pm</b> Strategic Marketing Hennessy</p> <p><b>6:00-7:30pm</b> Social Time &amp; Dinner</p> <p><b>7:30-9:00pm</b> Team Building Activity Moreau</p>	<p><b>8:30-10:00am</b> Industry Update Frank Gleeson President and CEO, NACS</p> <p><b>10:00-10:30am</b> Group Picture / Break</p> <p><b>10:30am-12:00pm</b> Building Successful Customer Loyalty Programs O'Toole</p> <p><b>11:45am-1:00pm</b> Lunch</p> <p><b>1:00-2:30pm</b> Driving Profitable Growth Calkins</p> <p><b>2:45-4:15pm</b> Building a Powerful Brand Portfolio</p> <p><b>4:30-6:00pm</b> Growth Strategies and Marketing Plan Calkins</p> <p><b>6:00-7:30pm</b> Social Time &amp; Dinner</p> <p>Free Evening</p>	<p><b>8:30-10:00am</b> The ADPLAN Framework Rucker</p> <p><b>10:15-11:45am</b> The ADPLAN Framework Rucker</p> <p><b>11:45am-1:00pm</b> Lunch</p> <p><b>1:00-2:30pm</b> Human-Centered Innovation Schonthal</p> <p><b>2:45-4:15pm</b> Human-Centered Innovation Schonthal</p> <p><b>4:30-6:00pm</b> Team Casework</p> <p><b>6:00-9:00pm</b> Group Dinner (off campus)</p>	<p><b>8:30-10:00am</b> AI Tools for Marketers Sawhney</p> <p><b>10:15-11:45am</b> AI Tools for Marketers Sawhney</p> <p><b>11:45am-1:00pm</b> Lunch</p> <p><b>1:00-2:30pm</b> Digital Marketing &amp; Customer Touchpoints McTigue</p> <p><b>2:45-5:00pm</b> Digital Marketing &amp; Customer Touchpoints McTigue</p> <p><b>5:00-6:00pm</b> Team Casework</p> <p><b>6:00-7:30pm</b> Social Time &amp; Dinner</p> <p><b>7:30-9:00pm</b> Team Case Work</p>	<p><b>8:30-10:00am</b> Executive Decision Making Nordgren</p> <p><b>10:15-11:45am</b> Executive Decision Making Nordgren</p> <p><b>11:45am-1:00pm</b> Lunch</p> <p><b>1:00-2:30pm</b> Final Team Case Presentations Hennessy</p> <p><b>2:45-4:15pm</b> Final Team Case Presentations &amp; Debrief Hennessy</p> <p><b>4:30-9:00pm</b> Team Case Work Celebration</p>	<p><b>8:30-10:00am</b> Evaluating Your Brand Hennessy</p> <p><b>10:15-11:45am</b> Evaluating Your Brand Hennessy</p> <p><b>11:45am-1:00pm</b> Certificate Presentation and Closing Lunch</p> <p>Departures start after <b>1:00pm</b></p>

Endowed by



\*Subject to change.