

Strategic Issues in Management Series

Forward-thinking seminars geared toward managers and administrators who want to sharpen management skills and enhance their careers.

SUMMER 2010 SESSIONS:

AUGUST 5, 2010

BLUE OCEAN STRATEGY

Zunaira Munir, PhD

AUGUST 19, 2010

SOCIAL MEDIA

SURVIVAL SKILLS

Scott Fox

TIME:

Thursdays

2:30 – 6:30pm

LOCATION:

The Paul Merage
School of Business
UC Irvine Campus



SUMMER 2010



BLUE OCEAN STRATEGY

Zunaira Munir, PhD

Companies have long engaged in head-to-head competition in search of sustained, profitable growth. They fight for competitive advantage, battle over market share, and struggle for differentiation. Yet, in today's overcrowded industries, competing head-on is not sufficient to sustain high performance and long-term profitable growth. To seize new profit and growth opportunities, companies must create blue oceans of new market space where the objective is not to compete head-to-head, but to make the competition irrelevant. This session introduces you to the Blue Ocean perspective on strategy formulation and execution. You will learn how to:

- Recognize limitations of your existing approach to growth and profitability
- Generate new strategic growth by creating uncontested market space
- Drive costs down while simultaneously driving value up
- Identify noncustomers and convert them into customers
- Formulate and execute Blue Ocean Strategy



SOCIAL MEDIA SURVIVAL SKILLS

Scott Fox

How should you take advantage of today's social media marketing tools? What's different about marketing today and how does social media change your job as an executive and manager? This session will share how and why social media matters for your company and your career. In this executive-level overview, best-selling author Scott Fox will introduce the major principles and tools of social media marketing, including social networks, such as Facebook and LinkedIn, Twitter, blogs and online communities, podcasting and online video, and how to integrate them into your company's management and marketing strategies. The session will cover how to:

- Prioritize your social media marketing for greatest business impact
- Integrate social media with existing marketing campaigns
- Implement cost-effective strategies to help you connect better with customers and clients
- Develop the policies needed to grow and protect your brand online successfully
- Staff social media marketing activities, including in-house vs. outsourced personnel

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REGISTRATION FEES:

General Public

8 Sessions	\$1,795
<small>(Includes Summer 10 - Spring 11 sessions)</small>	
4 Sessions	\$895
<small>(Includes Summer 10 - Spring 11 sessions)</small>	
2 Session	\$565
1 Session	\$295

Friends of Merage

8 Sessions	\$1,435
<small>(Includes Summer 10 - Spring 11 sessions)</small>	
4 Sessions	\$735
<small>(Includes Summer 10 - Spring 11 sessions)</small>	
2 Session	\$445
1 Session	\$235

Fee includes instruction, course materials, completion certificate*, and refreshments. We accept personal and corporate checks, Visa, MasterCard, Discover Card, and American Express. Cancellations will only be accepted up to 14 days prior to the start of the program.

* Certification is available to those who complete an entire series or any four sessions.

REGISTRATION FORM

Fee includes instruction, course materials, completion certificate*, and refreshments. Certification is available to those who complete any four sessions.

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Or mail a copy of this form with your check to: Beverly Bond
The Paul Merage School of Business
5201 California Ave., Suite 201
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