



Wharton
UNIVERSITY *of* PENNSYLVANIA
Aresty Institute of Executive Education

EXECUTIVE
EDUCATION

Program Finder

Phase II: Website Improvements

WEE Marketing & Communications

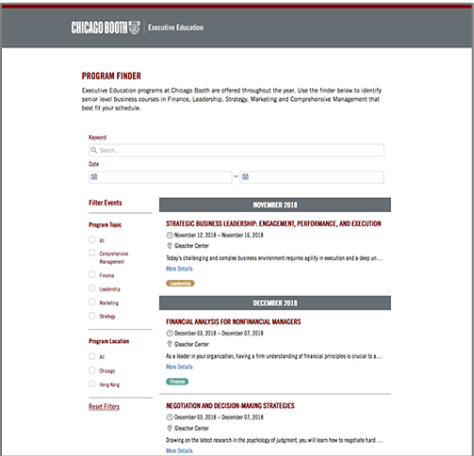
Phase II: Program Finder

AGENDA

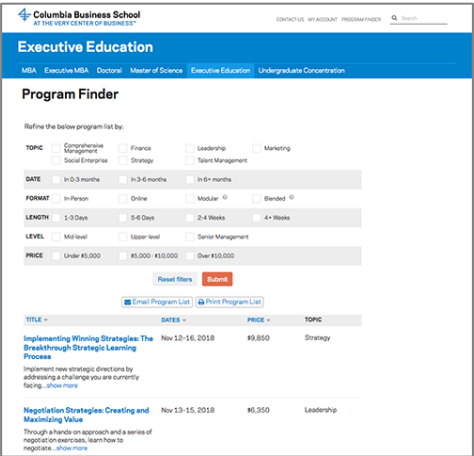
- Share general competitive findings and new feature ideas.
- Discuss opportunity to improve the program finder for our users.

Competitors Reviewed

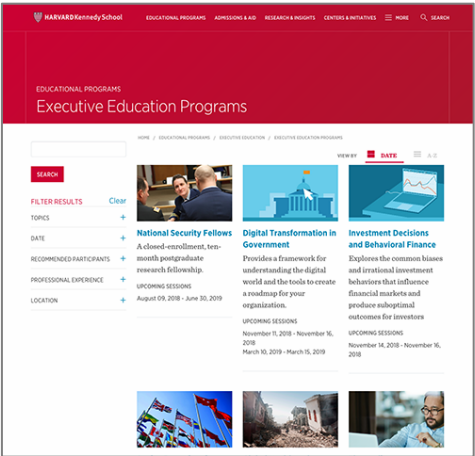
Screenshots of and links to each school's program finder



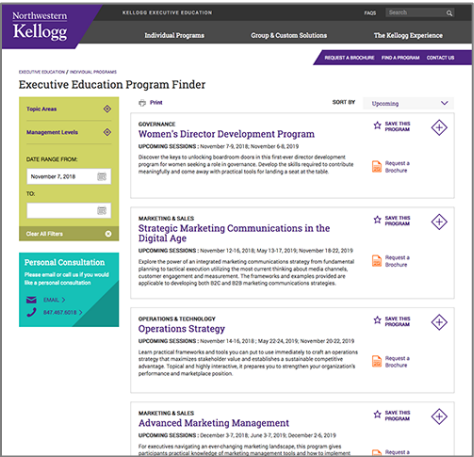
Chicago



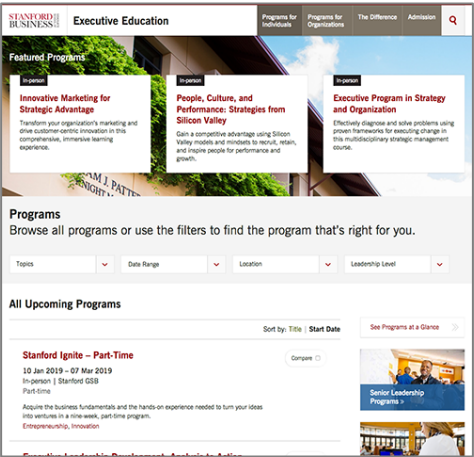
Columbia



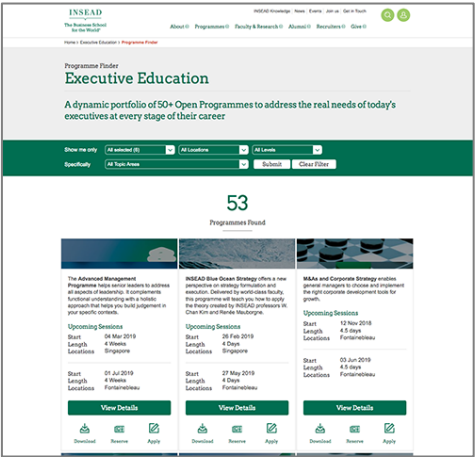
Harvard



Kellogg



Stanford



INSEAD

Features of Current Program Finder

Allows the user to filter programs by: Keyword, Date range, Topic, Location, Eligibility (GMP & AFP), Type (Partnerships, Industry Association), and Duration (1-3 Days, 4-7 Days, Multi-Week)

Results show: Total # of Programs, Title, Description, Date, Topic, Location, Cost, and Audience, Alumni Status

Executive Education

PROGRAM FINDER

ALL PROGRAMS

NEWS

RESOURCES

REGISTRATION INFORMATION

CONTACT US

WHARTON SCHOOL HOME

Howdy, Valerie Stanley

Wharton

UNIVERSITY OF PENNSYLVANIA

Leading Institute of Executive Education

EXECUTIVE EDUCATION

HOME

PROGRAMS FOR INDIVIDUALS

CUSTOM PROGRAMS FOR ORGANIZATIONS

ONLINE LEARNING

ABOUT WHARTON

FACULTY

HOME > EXECUTIVE EDUCATION PROGRAM FINDER

Executive Education Program Finder

Filter Results:

Enter Keyword

and/or

Select a Program Topic

yyyy-mm-dd

thru

yyyy-mm-dd




Any dates

ADDITIONAL FILTERS

FIND PROGRAMS

Reset search preferences

106 Results

Program Name	Date	Location	Cost	Program Topic	Audience
ABA Stonier Graduate School of Banking Program <a>Show Description	Jun. 6 - 13, 2019	Philadelphia, PA	\$5,245	Industry Association Programs	Employees of a bank, holding company, or financial services organization; federal or state agency managers
 IMWT Advanced Finance Program <a>Show Description	Flexible Learning Journey	Philadelphia, PA	\$66,500	Comprehensive Executive Programs, Finance & Wealth Management	Senior-level executives and high-potential professionals who wish to accelerate their career development in the area of modern finance.
 Advanced Management Program <a>Show Description	May 26 - Jun 28, 2019	Philadelphia, PA	\$58,500	Comprehensive Executive Programs, Strategy & Innovation, Leadership Programs	Senior executives within three reporting relationships of the CEO; 20+ years of management experience
 Advanced Management Program <a>Show Description	Sep. 29 - Nov 1, 2019	Philadelphia, PA	\$58,500	Comprehensive Executive Programs, Strategy & Innovation, Leadership	Senior executives within three reporting relationships of the CEO; 20+ years of management experience

 Wharton

Name of Initiative

Findings

- Number of programs listed ranged between 24 (Chicago) and 68 (Wharton) programs. With an average of 50.6 programs
- All allowed to filter by topic and date range
- Harvard and INSEAD grouped dates into one program listing instead of a separate listing for each date
- Columbia and Stanford included online programs

INSEAD
The Business School
for the World®

INSEAD Knowledge | News | Events | Join us | Get in Touch

About | Programmes | Faculty & Research | Alumni | Recruiters | Give

Home | Executive Education | **Programme Finder**

Programme Finder
Executive Education

A dynamic portfolio of 50+ Open Programmes to address the real needs of today's executives at every stage of their career

Show me only: All selected (6) All Locations All Levels

Specifically: All Topic Areas Submit Clear Filter

53
Programmes Found

The Advanced Management Programme
The Advanced Management Programme helps senior leaders to address all aspects of leadership. It complements functional understanding with a holistic approach that helps you build judgement in your specific contexts.

Upcoming Sessions

Start	04 Mar 2019
Length	4 Weeks
Locations	Singapore

View Details

INSEAD Blue Ocean Strategy
INSEAD Blue Ocean Strategy offers a new perspective on strategy formulation and execution. Delivered by world-class faculty, this programme will teach you how to apply the theory created by INSEAD professors W. Chan Kim and Renée Mauborgne.

Upcoming Sessions

Start	26 Feb 2019
Length	4 Days
Locations	Singapore

View Details

M&As and Corporate Strategy
M&As and Corporate Strategy enables general managers to choose and implement the right corporate development tools for growth.

Upcoming Sessions

Start	12 Nov 2018
Length	4.5 days
Locations	Fontainebleau

View Details

Start Length Locations

Start	03 Jun 2019
Length	4.5 days
Locations	Fontainebleau

View Details

Download Reserve Apply

Filter by Career Level

Kellogg

- **Management Levels** (Junior-Level Executive, Mid-Level Executive, Senior-Level Executive, C-Level Executive, Board-Level Executive)

Stanford

- **Leadership level** (C-Level Executive, Senior Executive, Manager of Functional Area, Manager of Other Managers, Manager of Others, Senior Individual Contributor)

INSEAD

- **Levels** (Owner and Family business, Chairman of board and committees, Director of board and committees, Board Member, C-level Officer, Senior Executive Management, General Management, Senior Functional Manager, Functional Manager, Individual Contributors and newly appointed managers, Specialist)

Northwestern Kellogg

KELLOGG EXECUTIVE EDUCATION

Individual Programs Group & Custom Solutions The Kellogg Experience

REQUEST A BROCHURE FIND A PROGRAM CONTACT US

EXECUTIVE EDUCATION / INDIVIDUAL PROGRAMS

Executive Education Program Finder

Print SORT BY Upcoming

Topic Areas

Management Levels

DATE RANGE FROM: November 7, 2018

TO:

Clear All Filters

Personal Consultation

Please email or call us if you would like a personal consultation

EMAIL >

847.467.6018 >

GOVERNANCE

Women's Director Development Program

UPCOMING SESSIONS : November 7-9, 2018; November 6-8, 2019

Discover the keys to unlocking boardroom doors in this first-ever director development program for women seeking a role in governance. Develop the skills required to contribute meaningfully and come away with practical tools for landing a seat at the table.

SAVE THIS PROGRAM

Request a Brochure

MARKETING & SALES

Strategic Marketing Communications in the Digital Age

UPCOMING SESSIONS : November 12-16, 2018; May 13-17, 2019; November 18-22, 2019

Explore the power of an integrated marketing communications strategy from fundamental planning to tactical execution utilizing the most current thinking about media channels, customer engagement and measurement. The frameworks and examples provided are applicable to developing both B2C and B2B marketing communications strategies.

SAVE THIS PROGRAM

Request a Brochure

OPERATIONS & TECHNOLOGY

Operations Strategy

UPCOMING SESSIONS : November 14-16, 2018; May 22-24, 2019; November 20-22, 2019

Learn practical frameworks and tools you can put to use immediately to craft an operations strategy that maximizes stakeholder value and establishes a sustainable competitive advantage. Topical and highly interactive, it prepares you to strengthen your organization's performance and marketplace position.

SAVE THIS PROGRAM

Request a Brochure

MARKETING & SALES

Advanced Marketing Management

UPCOMING SESSIONS : December 3-7, 2018; June 3-7, 2019; December 2-6, 2019

For executives navigating an ever-changing marketing landscape, this program gives participants practical knowledge of marketing management tools and how to implement

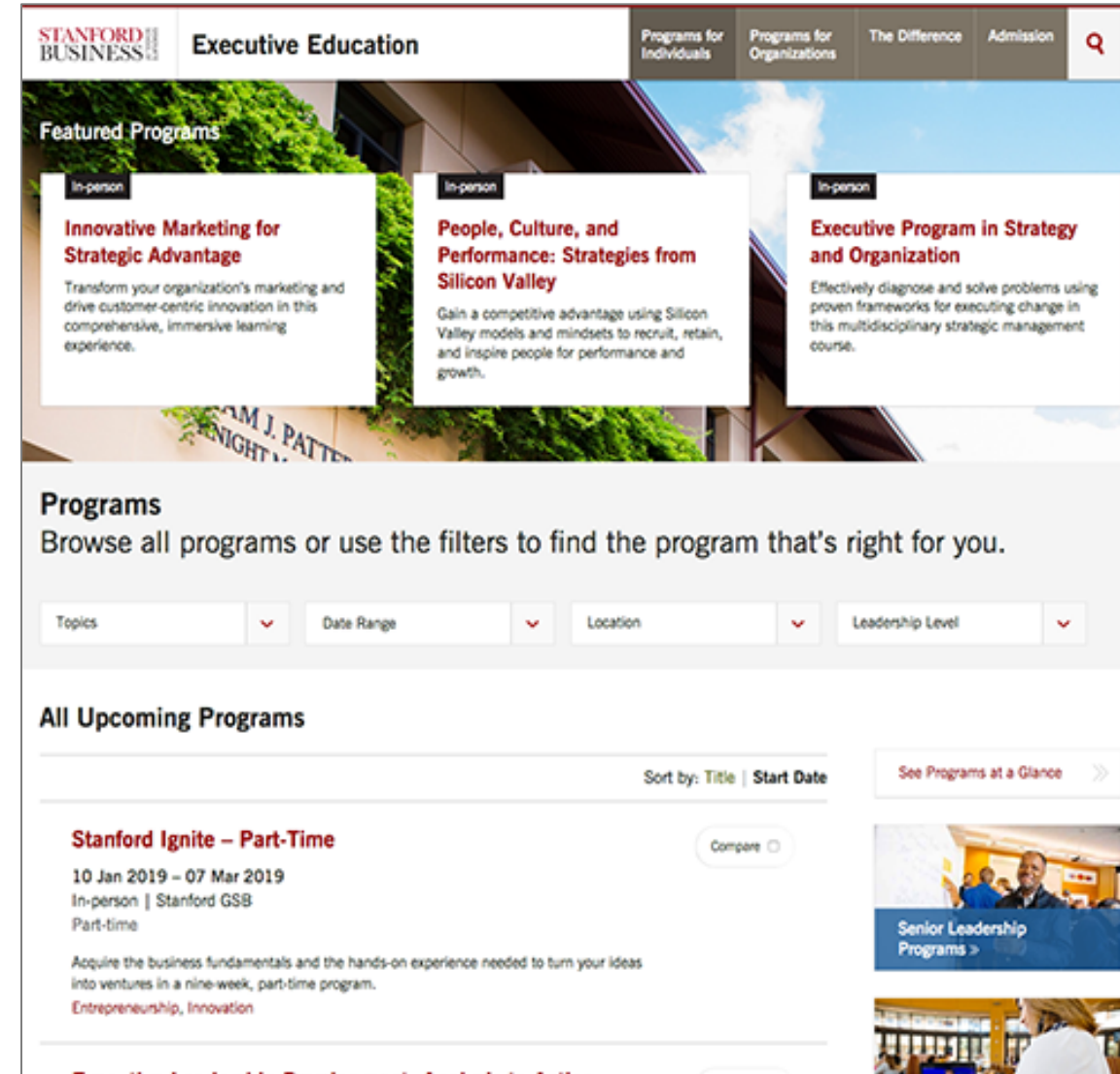
SAVE THIS PROGRAM

Request a Brochure

Comparison Tool

Our users review several programs before deciding on their chosen program. A comparison tool would improve their browsing experience.

- Both [Harvard](#) and [Stanford](#) allow users to compare up to 3 programs (summary, benefits, logistics, audience, and what is awarded upon completion).
- After comparing, users can contact the School, download PDFs, or apply.
- Stanford allows the comparison to be downloaded into a PDF



Additional Ideas

FILTER BY COMPETENCY

Each program could have 3-5 competencies assigned to it. These could be listed on the program page and filtered by the program finder

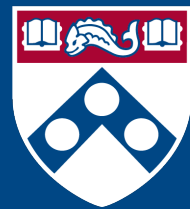
ADDITION OF CTA BUTTONS

Chicago, Columbia, and INSEAD include apply buttons.

Kellogg, Stanford, Harvard, and INSEAD provide the ability to save programs and download a brochure

STREAMLINE RESULTS LISTS

Limit what is displayed to what is of key interest to the user and put the rest behind the toggle



Wharton
UNIVERSITY *of* PENNSYLVANIA