2020 Domestic MSM Summary

Details

Instructor(s) name: Jeff Perkins

If instructor is not a Goizueta faculty member
Sponsoring Goizueta Professor: Doug Bowman

Module title: Essential Skills for Modern Marketers

Strategic Theme

With which of Goizueta’s strategic theme(s) does the module align?
Select all that apply.

☒ Analytics
☒ Behavior & Decision Insights
☒ Entrepreneurship
☐ Healthcare
☒ Leadership
☐ Private Equity & Real Estate
☐ Social Enterprise
☐ None of the above

Academic Content Summary

This course will cover the rapidly evolving field of marketing and provide students with exposure to the latest strategies and tools to prepare them for their post-MBA career. Each session will include a lecture and a panel discussion with experts in the field. We will also spotlight real, hands-on examples of how you do this work. For example, we will build an email campaign in Hubspot, we will review leads in SalesForce, we will setup pay-per-click ads in Google, we will analyze campaign data, and much more. This course will be highly interactive, and students will be expected to actively participate in the discussions. The curriculum for this course will be based on the following topics:

1) How the marketing landscape has evolved
2) Modern technology tools for marketing
3) Measuring marketing effectiveness
4) Meeting the masters of modern marketing
5) MarTech team project
6) Building your personal brand as a modern marketer
Bio:
Jeff Perkins is Chief Marketing Officer of ParkMobile, the leading provider of smart parking and mobility solutions in the U.S. Prior to ParkMobile, Jeff was the CMO of QASymphony (now Tricentis) where he helped establish the brand and grow revenue 500% over a three-year period, leading to a $40 million Series C with Insight Venture Partners. He also has held senior marketing leadership positions at PGi and AutoTrader.com. Jeff started his career grinding it out in the NYC ad industry at Saatchi & Saatchi. His experiences range from traditional to digital, B2C to B2B, and agency-side to client-side. Jeff’s work has earned him numerous accolades including a Stevie Award for Marketing Executive of the Year and the Atlanta Business Chronicle’s MAX Award for marketing excellence. Jeff received his BA from American University and MBA from Emory University’s Goizueta Business School. He is a frequent contributor to several marketing publications and a speaker at many industry events. When he’s not working, you might find him riding his Peloton bike or attending a Bruce Springsteen concert (he’s been to 32 so far). He lives in Atlanta with his awesome wife, two adorable daughters (ages 8 and 11) and two dogs.