STRATEGIC MESSAGE DEVELOPMENT
Making your messaging strategic and effective
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The effectiveness of corporate messages can be enhanced by careful, research-informed development. Jason Archer, director of the Strategic Communication Online Master’s Program at MSU, will walk through ways to make messages strategic and effective. This session provides a model for designing effective marketing communication, along with ideas about topics such as conducting effective stakeholder analysis, setting outcome parameters, designing messages and engaging your audience. The session takes an integrative approach in message design, which brings together critical thinking from marketing, psychology, communication and creative writing.

Register Online
execed.broad.msu.edu
517-353-8711

Cost
$30 per person

Location
The James B. Henry Center for Executive Development
3535 Forest Road (next to the UniversityClub of MSU and Forest Akers GolfCourse)

Schedule
7:30 a.m. - 8 a.m. Registration and Bagels
8 a.m. - 9:15 a.m. Session