

# Executive Scholar Certificate

**A Kellogg credential that is uniquely you**

Visit our website at  
[kell.gg/kxexeced](http://kell.gg/kxexeced)

As a growth-minded professional, you know that lifelong learning is essential to staying ahead of the curve in a rapidly evolving global marketplace. The Executive Scholar Certificate allows you to earn a Kellogg credential that distinguishes you as a leader, is customized to your professional development goals and rewards you with a lifetime of benefits.

## How do I become an Executive Scholar?

**Complete any combination of our eligible programs totaling 40 or more Scholar Points within four years.**

***Eligible programs and their point values are listed on the back side.***

Programs are offered in classroom, live virtual, and online formats.

### Certificate specialization options:

A specialization, while not required, can be achieved by earning 20 or more Scholar Points from the same portfolio as listed on our website. The remaining Scholar Points required for the Certificate can be earned from any portfolio.

Available specializations:

- **Family Enterprises**
- **Finance**
- **General Management\***
- **Growth & Innovation**
- **Leadership**
- **Marketing or Sales**
- **Operations**
- **Strategy**
- **Nonprofit Management\***

**OR**

Build your own Executive Scholar Certificate by combining any of our eligible programs to earn 40 or more Scholar Points!

### Specialization in General Management

You can achieve a General Management specialization by either:

1. Completing programs totaling 40 or more Scholar Points, with at least 8 points from each of the following portfolios:
  - **Finance**
  - **Leadership**
  - **Marketing or Sales**
  - **Operations**
2. Completing the Executive Development Program plus additional programs totaling 8 or more Scholar Points
3. Completing the Women's Senior Leadership Program plus additional programs totaling 8 or more Scholar Points

### Specialization in Nonprofit Management

Individuals in the nonprofit sector can pursue an Executive Scholar Certificate in Nonprofit Management. This specialization requires the completion of four programs offered by the Center for Nonprofit Management, followed by a capstone program. Programs within this specialization are exclusive and cannot be applied toward other specializations. All requirements must be completed within five years.

For more information, visit [kell.gg/kxnnonprofit](http://kell.gg/kxnnonprofit) or email [nonprofit@kellogg.northwestern.edu](mailto:nonprofit@kellogg.northwestern.edu).

\*The General Management and Nonprofit Management specializations have separate requirements and may not be combined with other specialization options. Program Scholar Points value and Executive Scholar benefits may change at any time without notice. Kellogg Executive Education reserves the right to exclude programs from Scholar Certificate eligibility. To learn more about the benefits received by Executive Scholars upon conferment of the Certificate, visit our website.

Learn more and apply:  
[kell.gg/kxscholars](http://kell.gg/kxscholars)

Consult with an Advisor:  
[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu) 847.467.6018

## Eligible programs and their point values

Below, you can find eligible programs and their point values that qualify toward the Executive Scholar Certificate. To complete the certificate, you may take any combination totaling 40 or more Scholar Points within four years of your first eligible program.

*Program dates, scholar point values, and prices subject to change. Refer to our website for the most up-to-date information.*

### In-person and Live Virtual Programs

Program Name	Scholar Point Value
AI at Scale	10
Advanced Marketing Management	10
Business Marketing Strategy	10
Competitive Strategy	10
Constructive Collaboration	10
Corporate Finance	10
Corporate Governance	10
Creating and Managing Strategic Alliances	10
Delivering Business Growth	10
Driving Organizational Change	10
Energizing People for Performance	10
Executive Development Program	10
Family Enterprise Boards	10
Finance for Executives	10
Governing Family Enterprises	10
Growth Marketing	10
Kellogg on Branding	10
Leading and Sustaining a Culture of Innovation	10
Leading High-Impact Teams	10
Leading with Advanced Analytics and Artificial Intelligence	10
Lean Operations	10
Maximizing Sales Force Performance	10
Merger Week	10
Negotiation Master Class	10
Operations Strategy	10
Selling Yourself and Your Ideas	10
Strategic Capabilities for Emerging Business Leaders	10
Supply Chain Management	10
The Customer-Focused Organization	10
The Leader Within	10
The Strategy of Leadership	10
Turning Data into Revenue: Decision-Making Analytics for Sales Executives	8

### Online Programs

Program Name	Scholar Point Value
Advertising and Marketing Communication Strategy	4
B2B Marketing: Growth Strategies for Your Organization	4
Business Analytics: Decision Making with Data	4
Business Leadership in the Age of Disruption	4
Business Strategies for Growth: Fewer, Bigger, Bolder	4
Customer Loyalty Strategy	4
Data Strategy for Generative AI Platforms	4
Design Thinking: A Toolkit for Breakthrough Innovation	4
Digital Marketing Strategies: Data, Automation, AI and Analytics	4
Emerging C-Suite Leaders Program	18
Essentials of Marketing	4
Kellogg Accelerated Marketing Leadership Program	6
Leading with Behavioral Science: Creating Breakthrough Customer Experiences	4
Mastering Sales: A Toolkit for Success	4
Product Strategy: Develop and Manage Successful Products	4
Professional Certificate in Digital Marketing	6
Professional Certificate in Product Management	6
Real Estate Finance and Investment	4
Strategic Change Management	4
Strategies That Build Winning Brands	4

### Chief Officer Programs

Program Name	Scholar Point Value
C-Suite Program in Digital Transformation and AI	40
Chief Marketing Officer Program	40
Chief Product Officer Program	40

## Take the first steps toward your Scholar Certificate

Start your journey by submitting an online application and scheduling a consultation with our Executive Scholar Certificate Advisor.

Learn more and apply:  
[kell.gg/kxscholars](https://kell.gg/kxscholars)

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