

Date: [insert date]

Dear [insert your supervisor's name here],

I am requesting your approval to attend the **Chief Marketing Officer Program** offered through Columbia Business School Executive Education.

Designed for mid-career and senior professionals who want to expand beyond the marketing function, the 9- to 12-month program explores critical concepts such as using data in a multichannel marketing plan, building a sustainable brand, and managing disruption in a digital marketplace. The multimodal program will provide me with the necessary skill set, tools, and frameworks to develop customer-centric strategies that ensure our organization thrives in a competitive marketplace.

Located in New York City, Columbia Business School is one of the world's leading business schools. Its strong industry ties offer access to some of the top business minds who share their superior thought leadership across diverse divisions and disciplines.

Attending the Chief Marketing Officer Program will give me practical experience, enhance my leadership potential, and help me apply new insights that can drive our company's long-term marketing goals. In addition to 18 weeks of core modules, the program includes two online electives of six weeks each, and a two-day optional on-campus networking event. I plan to pursue the following key topics: [insert elective] and [insert elective].

The program would provide a high return on investment for our organization by empowering me to immediately apply my learnings toward our short- and long-term business goals. The learning is also aided by a diverse cohort where four out of every five participants have more than 15 years of experience, holding senior titles including CxOs, directors, VPs, founders, etc.

In addition, I feel my attendance in the program will help me:

- Develop multichannel marketing strategies that will foster seamless customer experiences across traditional and digital touchpoints
- Employ analytics to inform digital marketing strategy
- Work with other C-suite leaders to drive organizational strategy
- Lead a customer-focused enterprise that ensures the customer gets the right product and experience
- Explore, analyze, and learn to apply data for effective decision making

The program starts on [Month, Date 20]XX and the cost to attend is:

- Program fee: US\$XX,000
 - o I can receive an early registration benefit of **US\$X,XXX** off the program fee if I apply before XX XX, 2023.

You can find more information about the program [here](#).

Thank you for considering my request. I look forward to speaking with you about this opportunity in more detail soon.

Best regards,

[INSERT YOUR NAME HERE]