

Advanced Marketing Management

Enhancing Digital Capabilities to Drive Your Marketing Strategy

ACADEMIC DIRECTORS: Derek Rucker and Nick Caffentzis

SAMPLE SCHEDULE — IN-PERSON PROGRAM

	DAY 1: Monday	DAY 2: Tuesday	DAY 3: Wednesday	DAY 4: Thursday	DAY 5: Friday
Morning	The New Normal Rucker	Marketing Tech: Tough Challenges, Rich Choices Copulsky	Leveraging Journal Modeling McTigue	From 0 to AI Shapiro	The Strategy of Influence Pearce
	Finding Brand Purpose Rucker		The How—Avoiding the Seven Deadly Sins McTigue		
Lunch					
Afternoon	Customer Centricity: The New Foundation of Marketing O'Toole	The Power of Why Schonthal	Strategic Customer Management Labroo	10 Digital Tools for Situation Analysis Lecinski	
	Faculty Coaching Sessions	Faculty Coaching Sessions	Faculty Coaching Sessions	Faculty Coaching Sessions	
Dinner					
Evening	Free Evening	Free Evening	Offsite Dinner	Group Dinner and Group Work Highlights	

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