



2018 NACS Marketing Leadership Program at Kellogg School of Management  
Curriculum

SUNDAY, JULY 22	MONDAY, JULY 23	TUESDAY, JULY 24	WEDNESDAY, JULY 25	THURSDAY, JULY 26	FRIDAY, JULY 27
11:45am - 1:00pm Arrival and Check-in / Lunch	8:30am - 10:00am <i>Strategic Marketing: Positioning Your Product to Win</i> Hennessy	8:30am - 10:00am <i>Defining the Customer Experience</i> Davis	8:30am - 10:00am <i>Digital Marketing</i> Lecinski	8:30am - 10:00am <i>Insightful Pricing and Use of Store-level Data</i> Anderson	8:30am - 10:15am <i>Custom Case Team Report-outs to C-Store Panel</i> Woodrum
1:00pm - 2:30pm <i>Welcome to Kellogg, Program Overview</i> Woodrum	10:00am Group Picture	10:15am -11:45am <i>Defining the Customer Experience (cont'd)</i> Davis	10:15am -11:45am <i>Digital Marketing (cont'd)</i> Lecinski	10:15am -11:45am <i>Insightful Pricing and Use of Store-level Data (cont'd)</i> Anderson	10:30am - 11:15am <i>Custom Case Team Debrief</i>
2:45pm - 4:15pm <i>Defining Marketing &amp; Establishing Goals</i> McTigue	10:30am- 12:00pm <i>Strategic Marketing: Positioning Your Product to Win (cont'd)</i> Hennessy	11:45am - 1:00pm Lunch	11:45am - 1:00pm Lunch	11:45am - 1:00pm Lunch	11:15am - 11:30am <i>Wrap-Up</i> Woodrum
4:30pm - 6:00pm <i>Situation Analysis for Informed Decision Making</i> McTigue	12:00pm - 1:00pm Lunch	1:00pm - 2:30pm <i>Defining the Customer Experience (cont'd)</i> Davis	1:00pm - 2:30pm <i>Constructing and Deconstructing Communications: The ADPLAN Framework</i> Rucker	1:00pm - 2:30pm <i>Insightful Pricing and Use of Store Level Data (cont'd)</i> Anderson	11:45am - 1:15pm <i>Lunch, Program Summary, Certificate Awards, &amp; Closing Remarks</i> Woodrum
6:00pm - 9:00pm <i>Welcome Dinner and Program Opening</i>	1:00pm - 2:30pm <i>Strategic Marketing: Positioning Your Product to Win (cont'd)</i> Hennessy	2:45pm - 4:15pm <i>The Power of Story: Building Brands, Organizations and Leaders</i> Collins	2:45pm - 4:15pm <i>Application of ADPLAN Framework</i> Rucker	2:45pm - 4:15pm <i>Whole-Brain Communication</i> Franconeri	
	2:45pm - 4:15pm <i>Building a Powerful Brand Portfolio</i> Calkins	4:30pm - 6:00pm <i>Custom Case Team Exercise 2 - Applying Concepts to NACS Example</i> Woodrum	4:30pm - 6:00pm <i>Intro to Building the Case Strategy Presentation</i> Woodrum	4:30pm - 6:00pm <i>Whole-Brain Communication (cont'd)</i> Franconeri	
	4:30pm - 6:00pm <i>Building a Powerful Brand Portfolio (cont'd)</i> Calkins	6:00 - 6:30pm Social Time / Dinner	6:00 - 9:00pm Free Time and Dinner Field Assignment to Downtown Evanston	6:00 - 6:30pm Social Time / Dinner	
	6:00pm - 6:30pm Social Time / Dinner	7:30pm - 9:00pm Free Evening		7:30pm - 9:00pm Free Evening	
	7:30pm - 9:00pm <i>Custom Case Team Exercise 1 - Applying Concepts to NACS Example</i> Woodrum				