

NACS MARKETING LEADERSHIP PROGRAM

Academic Director: Julie Hennessy | Program Director: Elodie Joubert

JULY 21 – JULY 26, 2024

Program Manager: Jill Fenstermaker

	Sunday July 21	Monday July 22	Tuesday July 23	Wednesday July 24	Thursday July 25	Friday July 26
8:30-10:00		Industry Update Henry Armour President and CEO, NACS	The ADPLAN Framework	AI Tools for Marketers	Executive Decision-Making	Evaluating Your Brand
		10:00 Group Photo	Rucker	Sawhney	Nordgren	Hennessy
10:15-11:45		10:30am-12:00pm Building Successful Customer Loyalty Programs	The ADPLAN Framework	AI Tools for Marketers	Executive Decision-Making	Evaluating Your Brand
		O'Toole	Rucker	Sawhney	Nordgren	Hennessy
11:45-1:00	Arrival and Check-in / Lunch	Lunch	Lunch	Lunch	Lunch	Certificate Presentation and Closing Lunch
1:00-2:30	1:00-2:00pm Welcome to Kellogg, Program Overview	Driving Profitable Growth	Human-Centered Innovation	Digital Marketing & Customer Touchpoints	Final Team Case Presentations	Departures start after 1:00p.m.
	Hennessy	Calkins	Schonthal	McTigue	Hennessy	
2:45-4:15	2:15 – 3:45pm Strategic Marketing	Growth Strategies and Marketing Plan	Human-Centered Innovation	2:45 – 5:00pm Digital Marketing & Customer Touchpoints	Final Team Case Presentations & Debrief	
	Hennessy	Calkins	Schonthal	McTigue	Hennessy	
4:30-6:00	4:00 – 5:30pm Strategic Marketing	Growth Strategies and Marketing Plan	Team Case Work	Team Case Work	Team Case Work Celebration	
	Hennessy	Calkins				
6:00-6:30 6:30-7:30	Social Time Dinner	Social Time Dinner	Group Dinner off campus	Social Time Dinner		
7:30-9:00	Team Building Activity	Free Evening		Team Case Work		
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An optional late lounge with informal networking takes place each evening from 9:00 pm to 11:00 pm.

Endowed by:

