

NACS Marketing Leadership Program at Kellogg School of Management | Curriculum*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
11:45am-1:00pm Arrival, Check-in and Lunch	8:30-10:00am <i>Strategic Marketing: Positioning Your Product to Win</i>	8:30-10:00am <i>Defining the Retail Customer Experience</i>	8:30-10:00am <i>Data Analytics</i>	8:30-10:00am <i>Strategic Pricing</i>	8:30-10:00am <i>Custom Case Team Presentations</i>
1:00-2:30pm <i>Kellogg Welcome & Program Overview and NACS Overview</i>	10:00-10:15am Group Picture / Break	10:00-10:15am Break	10:00-10:15am Break	10:00-10:15am Break	10:00-10:15am Break
2:45-4:15pm <i>Defining Marketing & Establishing Goals</i>	10:15am-11:45am <i>Strategic Marketing: Positioning Your Product to Win</i>	10:15-11:45am <i>Defining the Retail Customer Experience</i>	10:15-11:45am <i>Data Analytics</i>	10:15-11:45am <i>Strategic Pricing</i>	10:15-11:45am <i>Custom Case Team Debrief</i>
4:30-6:00pm <i>Situation Analysis for Informed Decision Making</i>	11:45am-1:00pm Lunch	11:45am-1:00pm Lunch	11:45am-1:00pm Lunch with Frito-Lay guest speaker	11:45am-1:00pm Lunch	11:45am-1:00pm <i>Lunch, Program Summary, Certificate Awards, & Closing Remarks</i>
6:00-6:45pm Personal Time	1:00-2:30pm <i>Strategic Marketing: Positioning Your Product to Win</i>	1:00-2:30pm <i>Defining the Retail Customer Experience</i>	1:00-2:30pm <i>Whole-Brain Communication</i>	1:00-2:30pm <i>Strategic Pricing</i>	
6:45-8:15pm Welcome Dinner	2:45-4:15pm <i>Building a Powerful Brand Portfolio</i>	2:45-4:15pm <i>The ADPLAN Framework</i>	2:45-4:15pm <i>State of the Industry</i>	2:45-4:15pm <i>Storytelling for Brands</i>	
	4:30-6:00pm <i>Building a Powerful Brand Portfolio</i>	4:30-6:00pm <i>The ADPLAN Framework</i>	4:30-6:00pm <i>Custom Case Team Exercise II</i>	4:30-6:00pm <i>Custom Case Team Exercise III</i>	
	6:00-6:45pm Social Time / Dinner	6:00-6:45pm Personal Time	6:00-6:45pm Social Time / Dinner	6:00-6:45pm Social Time / Dinner	
	6:45-8:15pm <i>Custom Case Team Exercise 1</i>	6:45-8:15pm Team Dinner offsite in Evanston			

Endowed by

*Curriculum subject to change.

