

*Virtual orientation and program kick-off scheduled for Tuesday, July 12 from 10-10:30 AM CST.
All times are in local Chicago time(Central Standard Time).

Northwestern | Kellogg

SUNDAY, JULY 24	MONDAY, JULY 25	TUESDAY, JULY 26	WEDNESDAY, JULY 27	THURSDAY, JULY 28	FRIDAY, JULY 29
Academic Director: Jim Lecinski Program Director: Jamie Rosman Program Manager: Jill Fenstermaker	8:30am - 10:00am <i>Customer Insights</i> Fong	8:30am - 10:00am <i>Customer Centricity</i> O'Toole	8:30am - 10:00am <i>Defensive Strategy</i> Kellogg Global Hub - Classroom 1120 Lecinski	8:30am - 10:00am <i>Evaluating Your Brand</i> Hennessy	8:30am - 10:00am <i>Final Team Case Presentations & Debrief</i> Mehta/Lecinski/Rosman
	10:00am - 10:15am Group Picture/Break	10:00am - 10:15am Break	10:00am - 10:15am Break	10:00am - 10:15am Break	10:00am - 10:15am Break
	10:30am - 12:00pm <i>Segmentation/Targeting and Positioning</i> Fong	10:15am -11:45am <i>Customer Centricity</i> O'Toole	10:15am -11:45am <i>The Power of Non Customers</i> Classroom 1120 Lecinski	10:15am -11:45am <i>Evaluating Your Brand</i> Hennessy	10:15am - 11:45am <i>Presentations (cont'd) & Program Close</i> Lecinski
11:45am - 1:00pm Arrival, Check-in, and Lunch	12:00pm - 1:00pm Lunch	11:45pm - 1:00pm Lunch	11:45am - 1:00pm Lunch	11:45pm - 1:00pm Lunch	11:45am - 1:00pm <i>Lunch (optional)</i>
1:00pm - 2:30pm <i>Welcome to Kellogg, Program Overview</i> Lecinski	1:00pm - 2:30pm <i>Building a Powerful Brand Portfolio</i> Kellogg Global Hub - Classroom 1420 Calkins	1:00pm - 2:30pm <i>Strategic Pricing</i> Lecinski	1:00pm - 1:30pm <i>Industry Update</i> Henry Armour, NACS	1:00pm - 1:45pm <i>Campus Walking Tour (optional)</i>	
			1:30pm - 2:15pm <i>Important of Data</i> Chintan Mehta, NielsenIQ	2:00pm - 3:30pm <i>Digital Transformation</i>	
2:45pm - 4:15pm <i>Defining Marketing & Establishing Goals</i> Schonthal	2:45pm - 4:15pm <i>Building a Powerful Brand Portfolio (cont'd)</i> Calkins	2:45pm - 4:15pm <i>The ADPLAN Framework</i> Rucker	2:30pm - 4:15pm Team Case Work	Cutler	
				3:45pm - 5:00pm <i>Digital Transformation</i> Cutler	
4:30pm - 6:00pm <i>Innovation and C-Stores</i> Long	4:30pm - 6:00pm <i>Marketing Plan Framework and Case Kickoff</i> Lecinski	4:30pm - 6:00pm <i>The ADPLAN Framework</i> Rucker	4:30pm - 6:00pm Case Time and Coaching Sessions Rosman/Lecinski	5:15pm - 6:00pm Team Case Work	
6:00pm - 9:00pm Welcome Dinner and Program Opening	6:00pm - 6:30pm Social Time/Dinner	6:00pm - 9:00pm Off Campus Dinner	6:00pm - 6:30pm Social Time/Dinner	6:00pm - 6:30pm Social Time/Dinner	
	7:30pm - 9:00pm Free Evening		7:30pm - 9:00pm Team Case Work	7:30pm - 9:00pm Team Case Work	
				<i>Dessert reception hosted by NielsenIQ</i>	

An optional late lounge with informal networking takes place each evening from 9:00 pm to 11:00 pm.

Curriculum subject to change.

Endowed by:

