

Advanced Marketing Management

Enhancing Digital Capabilities to Drive Your Marketing Strategy

ACADEMIC DIRECTOR: John Parker and Derek Rucker

SAMPLE SCHEDULE - IN PERSON

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
MORNING SESSIONS	A New Paradigm for Marketing O'Toole	Marketing Tech: Tough Challenges, Rich Choices Copulsky	Leveraging Journal Modeling McTigue	Digital Marketing Analytics And Behavioral Economics Shapiro	The Strategy of Influence Pearce
	Introduction and Overview Rucker		Data-Driven Media & Creative McTigue		
LUNCH					
AFTERNOON SESSIONS	Customer Centricity and Personalization O'Toole	The Power of Why Schonthal	Customers, Content, Conversions Parker	Digital Tools & AI for Marketers Lecinski	
	Group Work: Planning The Marketing Transformation (Participant Challenges and Applications) Rucker			Social Strategies Smith	
DINNER					
EVENING SESSION	Free Evening	Free Evening	Offsite Dinner	Group Dinner and Group Work Highlights	

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