

Advanced Marketing Management

Enhancing Digital Capabilities to Drive Your Marketing Strategy

ACADEMIC DIRECTOR: Derek Rucker

TOPIC OVERVIEW – LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

WEEK 1		DAY 1: Tuesday	DAY 2: Wednesday	DAY 3: Thursday	DAY 4: Friday
8:30am - 10:00am CT		Marketing Strategy In A Digital World Rucker	A New Paradigm For Marketing O'Toole	Digital Tools and AI for Marketers Lecinski	The Power of Why Schonthal
10:15am - 11:45am CT	Customer Centricity and Personalization O'Toole				
11:45am - 1:00pm CT		Coaching Sessions	Coaching Sessions	Coaching Sessions	Coaching Sessions
WEEK 2	DAY 5: Monday	DAY 6: Tuesday	DAY 7: Wednesday	DAY 8: Thursday	DAY 9: Friday
8:30am - 10:00am CT	The Strategy of Influence Pearce	Leveraging Journey Modeling for Tactical Identification and Prioritization McTigue	From 0 To AI Shapiro	Marketing Tech: Tough Challenges, Rich Choices Copulsky	Customers, Content, Conversions Parker
10:15am - 11:45am CT		Data-Driven Media and Creative in Modern Marketing McTigue			
11:45am - 1:00pm CT	Coaching Sessions	Coaching Sessions	Coaching Sessions	Coaching Sessions	Coaching Sessions

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