

## 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		<b>Industry Update</b>  Henry Armour 10:00 Group Photo	<b>AI Tools for Marketers</b>  Sawhney	<b>Whole Brain Persuasion</b>  Franconeri	<b>The ADPLAN Framework: Increasing Your Advertising Impact</b> Rucker	<b>Evaluating Your Brand</b>  Hennessy
10:15-11:45		10:30am-12:00pm <b>Building Successful Customer Loyalty Programs</b>  O'Toole	<b>AI Tools for Marketers</b>  Sawhney	<b>Whole Brain Persuasion</b>  Franconeri	<b>The ADPLAN Framework (cont'd)</b>  Rucker	<b>Evaluating Your Brand</b>  Hennessy Evaluations
11:45-1:00	Arrival and Check-in / Lunch	Lunch	Lunch	Lunch	Lunch	<b>Certificate Presentation Luncheon</b>
1:00-2:30	1:00-2:00pm <b>Welcome to Kellogg, Program Overview</b>  Hennessy	<b>Driving Profitable Growth</b>  Calkins	<b>Behavioral Design: How to Bring New Ideas, Products, and Initiatives to Life</b> Nordgren	<b>Digital Marketing &amp; Customer Touchpoints</b>  McTigue	<b>Final Team Case Presentations</b>  Hennessy	Flight departures should start after 3:00p.m.
2:45-4:15	2:15 – 3:45pm <b>Strategic Marketing</b> Hennessy	<b>Growth Strategies and Marketing Plan</b>  Calkins	<b>Behavioral Design (cont'd)</b>  Nordgren Evaluations	2:45 – 5:00pm <b>Digital Marketing &amp; Customer Touchpoints</b> McTigue	<b>Final Team Case Presentations &amp; Debrief</b>  Hennessy	
4:30-6:00	4:00 – 5:30pm <b>Strategic Marketing</b> Hennessy	<b>Growth Strategies and Marketing Plan</b> Calkins	<b>Team Case Work</b>	5:00 – 6:00pm <b>Team Case Work</b>		
6:00-6:30 6:30-7:30	Social Time Dinner	Social Time Dinner	Group Dinner off campus	Social Time Dinner	Team Case Celebration	
7:30-9:00	<b>Team Building Activity</b>  Moreau	<i>Free Evening</i>		<b>Team Case Work</b>		

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

The Virtual Orientation Call is scheduled for July 9 at 10 AM Central.

Endowed by:

