

Entrepreneurial Marketing

SAMPLE ANGENDA

AT&T Executive Conference Center

DAY 1

8:00 – 8:30 a.m.	Check-In	
8:30 a.m. – 12:00 p.m.	Core Concepts Including Opportunity Analysis and the Marketing Mix Dr. Kapil Jain	108
12:00 – 1:00 p.m.	Lunch	TBD
1:00 – 4:30 p.m.	Strategic Focus, Value Disciplines and Creating New Market Space Professor Kevin Williams	108
DAY 2		
8:30 a.m. – 12:00 p.m.	Customer Satisfaction, Retention and Profitability Dr. Kapil Jain	202
12:00 – 1:00 p.m.	Lunch	TBD
1:00 – 4:30 p.m.	Innovative Positioning, Pricing and Market Based Assets Professor Kevin Williams	202