Institute for Higher Education Marketing Pilot
Core Curriculum & Faculty/Schedule

Monday, May 7  Building or Validating Your Higher Education Brand/Purpose ½ day
   • Haley Rushing

(Evening)  Get to Know You Reception

Tuesday, May 8  Building or Validating Your Higher Education Brand/Purpose ½ day
   • Elizabeth Johnson

   Optimizing the Marketing Organization in Higher Education ½ day
   • John Ellett
   • Tony Proudfoot
   • Julie Ried

Wednesday, May 9  Data Mining in Higher Education/Predictive Analytics 1 day
   • Dr. Maytal Saar-Tsechansky

(Evening)  Design Thinking Panel
   • Stephen Walls, Moderator

Thursday, May 10  Digital Marketing to Reach Digital Natives
   • Chris Herring
   • Nick Weynand
   • Dr. Ty Henderson

Friday, May 11  Building a Stakeholder Marketing Strategy
   • Dr. Ethan Burris
   • Joe Hice
   • Teri Lucie Thompson