

Executive MBA Council
Marketing and Admissions Course
2017 Agenda

SUNDAY, MARCH 19

12:15 p.m. – 1:15 p.m.
REGISTRATION

12:15 p.m. – 1:15 p.m.
LUNCHEON

1:30 p.m. – 2:00 p.m.
EMBA COUNCIL – A FRAME OF REFERENCE
Michael Desiderio, Executive Director, EMBA Council

2:00 p.m. – 3:00 p.m.
PROGRAM & PARTICIPANT INTRODUCTIONS
Marci Armstrong, Faculty Director, Executive MBA Council Marketing and Admissions Program, and Associate Dean of MBA Programs, Cox School of Business, Southern Methodist University

3:00 p.m. – 3:15 p.m.
REFRESHMENT BREAK

3:15 p.m. – 6:30 p.m.
DIFFERENTIATE TO WIN: BRANDING AND POSITIONING YOUR EMBA PROGRAM
Marci Armstrong, Faculty Director, Executive MBA Council Marketing and Admissions Program, and Associate Dean of MBA Programs, Cox School of Business, Southern Methodist University

6:45 p.m. – 8:00 p.m.
DINNER

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MONDAY, MARCH 20

7:30 a.m. – 8:15 a.m.

BREAKFAST

8:30 a.m. – 9:15 a.m.

GMAC: RESOURCES TO HELP YOU RECRUIT, SELECT AND DEVELOP TALENT

Sabrina White, Vice President, Market Development - Americas & Europe, GMAC®

9:15 a.m. – 12:30 p.m. (includes break time)

FROM ADVERTISING TO DIGITAL: EMBA MARKETING STRATEGY AND TACTICS

Marci Armstrong, Faculty Director, Executive MBA Council Marketing and Admissions Program, and Associate Dean of MBA Programs, Cox School of Business, Southern Methodist University

12:30 p.m. – 1:30 p.m.

LUNCHEON

1:30 p.m. – 3:30 p.m.

THE EVOLVING IMPACT OF SOCIAL MEDIA: FROM LIKES TO LEAD GENERATION, SHARES TO SPONSORED CONTENT

Angela Bostick, Chief Marketing & Communications Officer, Goizueta Business School

3:30 p.m. – 4:00 p.m.

REFRESHMENT BREAK AND TEAM CASE DISCUSSIONS

4:00 p.m. – 5:15 p.m.

THE CASE OF COMPETITION

Marci Armstrong, Faculty Director, Executive MBA Council Marketing and Admissions Program, and Associate Dean of MBA Programs, Cox School of Business, Southern Methodist University

5:30 p.m. – 7:15 p.m.

DINNER

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TUESDAY, MARCH 21

7:30 a.m. – 8:15 a.m.

BREAKFAST

8:30 a.m. – 10:30 a.m.

CORPORATE RELATIONSHIP MANAGEMENT FOR LONG-TERM ADMISSIONS
SUCCESS

Marci Armstrong, Faculty Director, Executive MBA Council Marketing and
Admissions Program, and Associate Dean of MBA Programs, Cox School of Business,
Southern Methodist University

10:30 a.m. – 10:45 a.m.

REFRESHMENT BREAK

10:45 a.m. – 12:30 p.m.

CRAZY GOOD INTERVIEWING! A FRESH LOOK AT THE EMBA INTERVIEW PROCESS

John B. Molidor, Assistant Dean and Professor, CEO and President, College of Human
Medicine, Michigan State University, Flint Campus

12:30 a.m. – 1:30 p.m.

LUNCHEON

1:30 p.m. – 3:45 p.m. (includes break time)

(Continued)

CRAZY GOOD INTERVIEWING! A FRESH LOOK AT THE EMBA INTERVIEW PROCESS

John B. Molidor, Assistant Dean and Professor, CEO and President, College of Human
Medicine, Michigan State University, Flint Campus

5:00 p.m. – 8:15 p.m.

DINNER

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WEDNESDAY, MARCH 22

6:45 a.m. – 7:45 a.m.

BREAKFAST

8:00 a.m. – 11:00 a.m. (includes break time)

CHOOSING YOUR EMBA CLASS

Marci Armstrong, Faculty Director, Executive MBA Council Marketing and Admissions Program, and Associate Dean of MBA Programs, Cox School of Business, Southern Methodist University