

**2021 Agenda**  
**EMBAC Marketing and Admissions Program**

**WEEK 1 – March 9,10,11**  
**5:00-7:00 AM Pacific / 8:00-10:00 AM Eastern**  
**1:00-3:00 PM London / 9:00-11:00 PM Shanghai**

**Tuesday, March 9**

**EMBAC - A Frame of Reference** (5:00-5:30 AM PACIFIC Time)  
Michael Desiderio, Executive Director EMBAC

**Setting the Stage: Program & Participants** (5:30-6:15 AM PACIFIC Time)  
Marci Armstrong, Faculty Director, EMBAC Marketing and Admissions Program, and Director, Brierley Institute for Customer Engagement, Brierley Endowed Professor, Cox School of Business, Southern Methodist University

**Finding the Heart of Your Brand** (6:15-7:00 AM PACIFIC Time)  
Marci Armstrong, Faculty Director

**Wednesday, March 10**

**Positioning Your Program for Prospective EMBA's** (5:00-6:00 AM PACIFIC Time)  
Marci Armstrong, Faculty Director

**The Exec Assessment and Other GMAC Resources to Help You Identify, Recruit and Assess Talent** (6:00-7:00 AM PACIFIC Time)  
GMAC

**Thursday, March 11**

**Reviewing Your EMBA Website** (5:00-6:00 AM PACIFIC Time)  
Marci Armstrong, Faculty Director

**Admissions Success: Digital Marketing and Social Media** (6:00-7:00 AM PACIFIC Time)  
Marci Armstrong, Faculty Director

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**WEEK 2 – March 16,17,18**  
**5:00-7:00 AM Pacific / 8:00-10:00 AM Eastern**  
**(US time change takes place on March 14)**  
**12:00-2:00 PM London / 8:00-10:00 PM Shanghai**

**Tuesday, March 16**

**Crazy Good Interviewing (Even Remotely)! A Fresh Look at the EMBA Interview Process (5:00-7:00 AM PACIFIC Time)**

John B. Molidor, Professor Emeritus, Michigan State University, College of Human Medicine

**Wednesday, March 17**

**Building a Manageable Yet Engaging Content Strategy for Prospects (5:00-7:00 AM PACIFIC Time)**

Angela Bostick, Chief Marketing and Communications Officer, The Wharton School

**Thursday, March 18**

**Admissions Success: Strategy, Metrics and Tactics (5:00-7:00 AM PACIFIC Time)**

Marci Armstrong, Faculty Director

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**WEEK 3 – March 23,24**  
**5:00-7:00 AM Pacific / 8:00-10:00 AM Eastern**  
**12:00-2:00 PM London / 8:00-10:00 PM Shanghai**

**Tuesday, March 23**

**The New Normal: A Case Study of Covid-19 and Beyond** (5:00-7:00 AM PACIFIC Time)  
Marci Armstrong, Faculty Director

**Wednesday, March 24**

**Admissions Success: Choosing Your EMBA Class** (5:00-7:00 AM PACIFIC Time)  
Marci Armstrong, Faculty Director