



**STRATEGIC MARKETING MANAGEMENT PROGRAM**  
**STANFORD GRADUATE SCHOOL OF BUSINESS**  
**AUGUST 9 – 19, 2009**

<i>Week 1</i>	<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
<b>8:00–9:20 am</b>	<i>Check-in available after 8:00 am for those participating in the Optional Finance Workshop</i>	Creating and Delivering Value to Customers <b>Jim Lattin</b>	Pricing Strategy, Part I <b>Jim Lattin</b>	Creativity in Branding I <b>Jennifer Aaker</b>	Understanding Customer Perceptions <b>Seenu Srinivasan</b>	Building a Global Brand from Mass to Class <b>Wasim Azhar</b>	Breakfast
<b>9:20–9:40 am</b>		<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	Free time for participants
<b>9:40–11:00 am</b>	<i>Check-in available after 12:00 Noon for all participants</i>	Customer Intimacy and Customer Relationship Management <b>Jim Lattin</b>	Pricing Strategy, Part II <b>Jim Lattin</b>	Creativity in Branding II <b>Jennifer Aaker</b>	Customer Profitability Analysis <b>Madhav Rajan</b>	Rolling Out Global Brands in Emerging Markets <b>Wasim Azhar</b>	
<b>11:00–11:20 am</b>	<b>Optional Workshop</b>	<b>Break</b>	<b>Photo &amp; Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	
<b>11:20am-12:40pm</b>	<b>11:00 am-12:15 pm</b> Introduction to Financial Statements <b>Ron Kasznik</b>	Strategies for Market Growth I <b>Baba Shiv</b>	Revisiting the Customer Value Proposition I <b>Baba Shiv</b>	Understanding Customer Preferences I <b>Seenu Srinivasan</b>	Marketing Communications I <b>Christian Wheeler</b>	Linking the Customer Value Proposition to Organization Culture <b>Hayagreeva Rao</b>	
<b>12:45–1:45 pm</b>	<b>12:15-1:15 pm Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
<b>2:00–3:20 pm</b>	<b>1:15-2:30 pm</b> Financial Statements as a Planning Tool <b>Ron Kasznik</b>	Strategies for Market Growth II <b>Baba Shiv</b>	Revisiting the Customer Value Proposition II <b>Baba Shiv</b>	Understanding Customer Preferences II <b>Seenu Srinivasan</b>	Marketing Communications II <b>Christian Wheeler</b>	How Market-Focused is My Organization's Culture? <b>Hayagreeva Rao</b>	Free Time for participants
<b>3:20–5:45 pm</b>	<b>2:30-2:45 pm</b> <b>Break</b> <b>2:45-4:00 pm</b> Financial Analysis <b>Ron Kasznik</b>	Individual Study  <b>3:45 -4:45pm</b> Optional Campus Tour	Individual Study	Individual Study	Individual Study	<b>3:20–4:20 pm</b> Individual Study <b>4:30–5:30 pm</b> Study Group Meetings	
<b>5:45–7:30 pm</b>	<b>5:45 pm</b> Reception <b>6:15 pm</b> Dinner <b>7:00 pm</b> Program Overview	<b>5:45 pm</b> Reception <b>6:15 pm</b> Dinner	<b>5:45 pm</b> Reception <b>6:15 pm</b> Dinner	<b>5:45 pm</b> Reception <b>6:15 pm</b> Dinner	<b>5:45 pm</b> Reception <b>6:15 pm</b> Dinner	<b>5:45 pm</b> Alumni Reception <b>6:15 pm</b> Alumni Dinner & Speaker	<b>5:45 pm</b> Reception <b>6:15 pm</b> Dinner
<b>7:30–9:00 pm</b>	<b>Study Group Meetings</b>	<b>7:15 – 8:45 pm</b> <b>Study Group Meetings</b>	<b>7:15 – 8:45 pm</b> <b>Study Group Meetings</b>	<b>7:15 – 8:45 pm</b> <b>Study Group Meetings</b>	<b>7:15 – 8:45 pm</b> <b>Study Group Meetings</b>	Free Time No Study Group Meetings tonight.	Free Time No Study Group Meetings tonight.



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<i>Week 2</i>	<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>
<b>8:00–9:20 am</b>	Free Time	How to Identify a Business Strategy and Understanding Industry Dynamics I <b>Dan Thomas</b>	Leading Change to a Market-Focused Organization I <b>Huggy Rao</b>	Understanding Competitive Dynamics I <b>Dan Thomas</b>
<b>9:20–9:40 am</b>		<b>Break</b>	<b>Break</b>	<b>Break</b>
<b>9:40–11:00 am</b>	<b>9:30–11:00 am</b> Brunch	How to Identify a Business Strategy and Understanding Industry Dynamics II <b>Dan Thomas</b>	Leading Change to a Market-Focused Organization II <b>Huggy Rao</b>	Understanding Competitive Dynamics II <b>Dan Thomas</b>
<b>11:00–11:20 am</b>		<b>Break</b>	<b>Break</b>	<b>Break</b>
<b>11:20 am–12:40 pm</b>	Free Time	Channel Design and Management I  <b>Kirthi Kalvanam</b>	Business Sense: Exercising Management’s Five Freedoms I <b>Dan Thomas</b>	Marketing Impacts of Information Systems <b>Jeff Moore</b>
<b>12:45–1:45 pm</b>		<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
<b>2:00–3:20 pm</b>	Free Time	Channel Design and Management II  <b>Kirthi Kalyanam</b>	Business Sense: Exercising Management’s Five Freedoms II <b>Dan Thomas</b>	Program Review  <b>Seenu Srinivasan</b>
<b>3:20–5:30 pm</b>		Individual Study	Individual Study/ Study Group Meetings	Return rental bike keys to the Schwab Center Front Desk.
<b>5:30–7:30 pm</b>	<b>5:45 pm</b> Reception <b>6:15 pm</b> Dinner	<b>5:45 pm</b> Reception <b>6:15 pm</b> Dinner  *Blue Courtyard, Schwab Center	<b>5:45 pm</b> <b>Reception,</b> <b>Closing Dinner</b> <b>and Certificate</b> <b>Presentation</b>	Self-Serve Shipping Table Available.  <b>Check-out by</b> <b>5:00 pm</b>
<b>7:30–9:00 pm</b>	<b>7:15 – 8:45 pm</b> <b>Study Group</b> <b>Meetings</b>	<b>7:15 – 8:45 pm</b> <b>Study</b> <b>Group Meetings</b>	Snacks and refreshments available in the Rosenberg Lounge. No Study Groups.	