

STRATEGIC MARKETING MANAGEMENT PROGRAM
STANFORD GRADUATE SCHOOL OF BUSINESS

WEEK ONE

	<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
8:00 – 9:20 am	<p>12:00 pm <i>Check in at Schwab Center</i></p> <p>4:00 – 5:00 pm Optional Campus Tour</p>	The Role of Marketing in the Creation and Delivery of Value to Customers Lattin	Pricing to Capture Value I Lattin	Building Innovative Brands I Aaker	Understanding Customer Perceptions Srinivasan	<p>8:00 – 8:30 am Transfer to Google</p> <p>8:45 – 9:15 am Innovation Overview Shiv</p> <p>9:15 – 9:50am Google Culture and Rules for Innovation Google</p> <p>10:00 – 11:15 am Prototyping Google</p> <p>11:15 – 11:40 am Campus Tour</p> <p>11:50 am – 2:20 pm Transfer to Stanford</p> <p>12:20 – 1:20 pm Lunch 1:20 – 2:40 pm Guest Speaker</p> <p>2:40 – 3:10 pm Capture Your Takeaways</p>	
9:20 – 9:40 am		Break	Break	Break	Break		
9:40 – 11:00 am		Bringing Customer Focus to the Marketing Organization Lattin	Pricing to Capture Value II Lattin	Building Innovative Brands II Aaker	Marketing Communications I Wheeler		
11:00 – 11:20 am		Break	Break	Break	Break		
11:20 am – 12:40 pm		Strategies for Market Growth I Shiv	Understanding and Crafting the Customer Journey I Shiv	Understanding Customer Preferences I Srinivasan	Marketing Communications II Wheeler		
12:45 – 1:45 pm		Lunch	Lunch	Lunch	Lunch		
2:00 – 3:20 pm		Strategies for Market Growth II Shiv	Understanding and Crafting the Customer Journey II Shiv	Understanding Customer Preferences II Srinivasan	The Art of Storytelling Jacob		
3:20 – 3:50 pm		Capture Your Takeaways	Capture Your Takeaways	Capture Your Takeaways	Capture Your Takeaways		
3:50 – 4:50 pm	Individual Study	Individual Study./ Group Meetings	Individual Study./ Group Meetings	Free Time and Preparation of Stories			
5:45 – 9:00 pm	<p>5:45 pm Reception 6:15 pm Dinner 7:00 pm Program Overview 7:45 – 9:15 pm Study Group Meetings</p>	<p>5:45 pm Reception 6:15 pm Dinner</p> <p>7:15 – 8:45 pm Study Group Meetings</p>	<p>6:00 pm Board Bus to Palo Alto</p> <p>6:15 – 8:00 pm Happy Hour, Palo Alto</p>	<p>5:45 pm Reception 6:15 pm Dinner 6:50 – 7:50 pm Dinner Speaker</p>	<p>5:45 pm Reception 6:15 pm Dinner</p> <p>6:50 – 8:15 pm Sharing Challenges and Success Stories</p>	<p>5:45 – 6:15 pm Reception</p> <p>6:15 – 8:00 pm SMM Alumni Dinner</p>	<p>5:45 pm Reception</p> <p>6:15 pm Dinner</p>

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WEEK TWO

	<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>
8:00 – 9:20 am		Creating Better Strategies I Thomas	Leading Change to a Market-Focused Organization I Rao	Channel Design and Management I Kalyanam
9:20 – 9:40 am		Break	Break	Break
9:40 – 11:00 am		Creating Better Strategies II Thomas	Leading Change to a Market-Focused Organization II Rao	Channel Design and Management II Kalyanam
11:00 – 11:20 am		Break	Break	Break
11:20 am – 12:40 pm		Linking the Customer Value Proposition to Organization Culture Rao	Understanding Competitive Dynamics I Thomas	What Happens When You Forget To Take Marketing 101? Levav
12:45 – 1:45 pm		Lunch	Lunch	12:40-1:10 pm Box Lunch
2:00 – 3:20 pm		How Market-Focused is My Organization's Culture? Rao	Understanding Competitive Dynamics II Thomas	1:10-3:40pm Group Presentations
3:20 – 5:30 pm		3:20 – 3:50 pm Capture Your Takeaways 4:00 – 5:30 pm Individual Action Planning	3:20 – 3:50 pm Capture Your Takeaways 4:00 – 5:30 pm Presentation of Individual Action Plans in Study Groups	3:40-4:00 pm Program Closure Shiv
5:30 – 7:30 pm	5:45 – 6:15 pm Reception 6:15 – 8:00 pm Dinner and Reflective Group Discussion	5:45 pm Reception 6:15 pm Dinner Dinner Speaker:	5:45 – 6:15 pm Reception 6:15 – 7:45 pm Closing Dinner & Certificate Presentation	<i>Check out by 5pm</i>
7:30 – 9:00 pm	8:00 – 9:30 pm Study Group Meetings	8:00 – 9:30 pm Study Group Meetings		