

WEEK ONE

	<i>Day 1</i>	<i>Day 2</i>	<i>Day 3</i>	<i>Day 4</i>	<i>Day 5</i>	<i>Day 6</i>
8:00 – 9:00 am	<p>After 12:00 pm Check-in at the Schwab Residential Center</p> <p><i>(Rosenberg Hospitality Lounge Available as Common Area)</i></p> <p>3:00 – 4:00 pm Optional Campus Tour</p> <p>4:30 pm Meet in Schwab Lobby to walk to Classroom</p> <p>4:45 – 5:45 pm Program Overview and Introductions Baba Shiv SMM Alumni Guest</p>	Study Groups	Study Groups	Study Groups	Study Groups	Study Groups
9:10 – 10:30 am		The Role of Marketing in the Creation and Delivery of Value to Customers Jim Lattin	Launching New Products I Jonathan Levav	Customer Profitability Analysis Madhav Rajan	The Role of Direct Sales in the Go-to-Market Model Jim Lattin	Linking the Customer Value Proposition to Organizational Culture Huggy Rao
10:30 – 10:50 am		Break	Break	Break	Break	Break
10:50 – 12:10 pm		Bringing Customer Focus to the Marketing Organization Jim Lattin	Launching New Products II Jonathan Levav	Understanding Customer Preferences I Seenu Srinivasan	Marketing and Sales Jim Lattin	How Market-Focused is My Organization’s Culture? Huggy Rao
12:10 – 1:20 pm		Lunch	Lunch	Lunch	Lunch	12:00 - 12:30 pm Study Group
1:20 – 2:40 pm		Customer Value Proposition I Baba Shiv	Value Based Pricing I Harikesh Nair	Understanding Customer Preferences II Seenu Srinivasan	Digital Communication I Haim Mendelson	12:30 - 1:00 pm Box Lunches Available
2:40 – 3:00 pm		Break	Break	Break	Break	1:00 - 4:00 pm Exploring Innovation: Company Visit
3:00 – 4:20 pm		Customer Value Proposition II Baba Shiv	Value Based Pricing II Harikesh Nair	Guest Speaker	Digital Communication II Haim Mendelson	
4:20 – 4:50 pm		Capture Your Takeaways	Capture Your Takeaways	Capture Your Takeaways	Capture Your Takeaways	
5:45 – 7:15 pm		5:45 pm Reception 6:15 pm Dinner	5:45 pm Reception 6:15 pm Dinner	5:45 pm Reception 6:15 pm Dinner	5:00 pm Group Photo 5:45 pm Reception 6:15 pm Dinner	5:45 pm Reception 6:15 pm Dinner
7:15 – 8:15 pm	Individual Study	Individual Study	7:30 pm – 9:15 pm Dessert Outing Individual Study	Individual Study	6:45 – 7:45 pm Guest Speaker Individual Study	

STRATEGIC MARKETING MANAGEMENT PROGRAM
STANFORD GRADUATE SCHOOL OF BUSINESS

WEEK TWO

	<i>Saturday/Sunday</i>	<i>Day 7</i>	<i>Day 8</i>	<i>Day 9</i>	
8:00 – 9:00 am	<p><i>There are no scheduled activities on Saturday. Please return to campus for Sunday evening dinner and study groups.</i></p> <p>7:00 - 8:30 am Continental Breakfast</p> <p>8:30 - 11:00 am Brunch</p> <p>5:30 pm Reception</p> <p>6:00 pm Dinner</p> <p>Study Groups (Sunday)</p>	Study Groups	Study Groups	8:30 – 9:50 am	
9:10 – 10:30 am		Creating Better Strategies I	Understanding Competitive Dynamics I	What Happens When You Forget to Take Marketing 101	
10:30 – 10:50 am			Dan Thomas	Dan Thomas	Jonathan Levav
10:50 – 12:10 pm			Break	Break	9:50 - 10:10 am Break
12:10 – 1:20 pm			Creating Better Strategies II	Understanding Competitive Dynamics II	10:10 - 11:30 am Decision Making: A Brain-Based Perspective
1:20 – 2:40 pm			Dan Thomas	Dan Thomas	Baba Shiv
2:40 – 3:00 pm			Lunch	Lunch	11:30 am – 12:50 pm Program Wrap Up and Certificate Ceremony
3:00 – 4:20 pm			Strategies for Market Growth I	Leading Change to a Market-Focused Organization I	Baba Shiv
4:20 – 4:50 pm			Baba Shiv	Huggy Rao	12:50 pm Box Lunch Available at Schwab
5:45 – 7:15 pm			Break	Break	(Schwab checkout is 2pm unless staying for the Digital Marketing Program.)
7:15 – 9:00 pm		Strategies for Market Growth II	Leading Change to a Market-Focused Organization II		
		Baba Shiv	Huggy Rao		
		Capture Your Takeaways	Capture Your Takeaways		
		4:50 – 5:50 pm Individual Action Planning	4:50 - 6:35 pm Presentation of Action Plans		
		6:00 pm Reception	6:45 pm Reception		
		6:30 pm Dinner	7:15 pm Dinner		
		Guest Speaker	Individual Study		