

Executive MBA Council
Marketing and Admissions Course
2010 Agenda
(Tentative)

SUNDAY, MARCH 28

12:15 – 1:15 p.m.
REGISTRATION

12:15 – 1:15 p.m.
LUNCHEON

1:25 – 1:30pm
WELCOME
Michael Desiderio, Executive Director

1:30 – 2:45 p.m.
PROGRAM PURPOSE, INTRODUCTION, AND GROUP FORMATION
Robert B. Turrill, Faculty Director, Executive MBA Marketing and Admissions Program, and Clinical Professor of Management and Organizational Behavior, Marshall School of Business, University of Southern California

2:45 – 3:15 p.m.
EXECUTIVE MBA COUNCIL RESOURCES
Michael Desiderio, Executive Director

3:15 – 3:30 p.m.
REFRESHMENT BREAK

3:30 – 6:30 p.m.
DIFFERENTIATE TO WIN: BRANDING AND POSITIONING YOUR EMBA PROGRAM
Marcia K. Armstrong, Associate Dean of MBA Programs, Edwin Cox School of Business, Southern Methodist University

7:00 – 8:30 p.m.
DINNER

MONDAY, MARCH 29

7:00 – 7:45 a.m.
BREAKFAST

8:00 – 11:30 a.m.
FROM ADVERTISING TO THE WEB: EMBA MARKETING STRATEGY AND TACTICS
Marcia K. Armstrong, Associate Dean of MBA Programs, Edwin Cox School of Business, Southern Methodist University

11:30 a.m. – 12:45 p.m.
LUNCHEON

12:45 – 2:15 p.m.
UNDERSTANDING THE GMAT[®] AND GMAT[®] VALIDITY
Larry Rudner, Research and Development
Graduate Management Admission Council[®]

2:15 – 2:45 p.m.
REFRESHMENT BREAK AND TEAM CASE DISCUSSIONS

2:45 – 4:00 p.m.
THE CASE OF COMPETITION AND THE CASE OF CORPORATE SPONSORS AND ACADEMIC CREDENTIALS
Robert B. Turrill, Faculty Director, Executive MBA Marketing and Admissions Program, and Clinical Professor of Management and Organizational Behavior, Marshall School of Business, University of Southern California

4:00 – 4:15 p.m.
REFRESHMENT BREAK

4:15 – 5:15 p.m.
BEYOND THE GMAT; GMAC RESOURCES
Sabrina White, Graduate Management Admission Council[®]

6:15 – 7:30 p.m.
DINNER

TUESDAY, March 30

7:00 – 7:45 a.m.
BREAKFAST

8:00 – 11:00 a.m.
UNDERSTANDING EMBA LEGAL ISSUES
James F. Rainey, Professor, The School of Hospitality Business
Michigan State University

11:00 – 11:15 a.m.
REFRESHMENT BREAK

11:15 a.m. – 1:00 p.m.
LONG-TERM ADMISSION SUCCESS THROUGH CORPORATE
RELATIONSHIP MANAGEMENT
Marcia K. Armstrong, Associate Dean of MBA Programs, Edwin Cox School of
Business, Southern Methodist University

1:00 – 2:30 p.m.
LUNCHEON AND OPTIONAL TABLETOP TOPICS

2:30 – 6:00 p.m.
FACE TO FACE! A FRESH LOOK AT EMBA INTERVIEWING
John B. Molidor, Assistant Dean and Professor, CEO and President, College of
Human Medicine, Michigan State University, Flint Campus

6:15 – 7:30 p.m.
DINNER

WEDNESDAY, March 31

6:45 – 7:30 a.m.
BREAKFAST

7:45 – 8:45 a.m.
MANAGING THE ADMISSIONS PROCESS
Brad Vierig, Assistant Dean
University of Utah

8:45 – 9:00 a.m.
REFRESHMENT BREAK

9:00 a.m. – 11:00am
THE FINAL STEP: CHOOSING YOUR EMBA CLASS
Robert B. Turrill, Faculty Director, Executive MBA Marketing and Admissions
Program, and Clinical Professor of Management and Organizational Behavior
Marshall School of Business, University of Southern California

11:00 – 11:30 a.m.
WRAP UP
Robert B. Turrill, Faculty Director, Executive MBA Marketing and Admissions
Program, and Clinical Professor of Management and Organizational Behavior
Marshall School of Business, University of Southern California