

Executive MBA Council
Marketing and Admissions Course
2012 Agenda

SUNDAY, MARCH 25

12:15 – 1:15 p.m.
REGISTRATION

12:15 – 1:15 p.m.
LUNCHEON

1:30 – 2:00pm
WELCOME & EXECUTIVE MBA COUNCIL RESOURCES
Michael Desiderio, Executive Director, EMBA Council

2:00 – 3:00 p.m.
PROGRAM & PARTICIPANT INTRODUCTIONS
Marci Armstrong, Faculty Director, Executive MBA Council Marketing and Admissions Program, and Associate Dean of MBA Programs, Cox School of Business, Southern Methodist University

3:00 – 3:15 p.m.
REFRESHMENT BREAK

3:15 – 6:30 p.m.
DIFFERENTIATE TO WIN: BRANDING AND POSITIONING YOUR EMBA PROGRAM
Marci Armstrong, Faculty Director, Executive MBA Council Marketing and Admissions Program, and Associate Dean of MBA Programs, Cox School of Business, Southern Methodist University

6:45 – 8:00 p.m.
DINNER

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MONDAY, MARCH 26

7:30 – 8:15 a.m.
BREAKFAST

8:30 – 12:00 p.m.
FROM ADVERTISING TO THE WEB: EMBA MARKETING STRATEGY AND TACTICS

Marci Armstrong, Faculty Director, Executive MBA Council Marketing and Admissions Program, and Associate Dean of MBA Programs, Cox School of Business, Southern Methodist University

12:00 p.m. – 1:15 p.m.
LUNCHEON

1:15 – 2:45 p.m.
GMAC®: THE GMAT®- AND SO MUCH MORE!
Sabrina White, Client Services, Graduate Management Admission Council®

2:45 – 3:15 p.m.
REFRESHMENT BREAK AND TEAM CASE DISCUSSIONS

3:15 – 4:30 p.m.
THE CASE OF COMPETITION
Marci Armstrong, Faculty Director, Executive MBA Council Marketing and Admissions Program, and Associate Dean of MBA Programs, Cox School of Business, Southern Methodist University

5:30 – 7:15 p.m.
DINNER

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TUESDAY, March 27

7:30 – 8:15 a.m.
BREAKFAST

8:30 a.m. – 10:30 a.m.
LONG-TERM ADMISSION SUCCESS THROUGH CORPORATE
RELATIONSHIP MANAGEMENT
Marci Armstrong, Faculty Director, Executive MBA Council Marketing and
Admissions Program, and Associate Dean of MBA Programs, Cox School of
Business, Southern Methodist University

10:30 – 10:45 a.m.
REFRESHMENT BREAK

10:45 a.m. – 11:45am
THE FIRST STEP: CHOOSING YOUR EMBA CLASS
Marci Armstrong, Faculty Director, Executive MBA Council Marketing and
Admissions Program, and Associate Dean of MBA Programs, Cox School of
Business, Southern Methodist University

11:45 – 1:00 p.m.
LUNCHEON AND OPTIONAL TABLETOP TOPICS

1:00 – 5:30 p.m. (includes break time)
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

6:00 – 7:30 p.m.
DINNER

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WEDNESDAY, March 28

6:30 – 7:15 a.m.
BREAKFAST

7:30 – 9:30 a.m.
Social Media: Next Generation Strategies for Filling Cohorts
Anthony Campisi, President and CEO, Annodyne, Inc.

9:30 – 9:45 a.m.
REFRESHMENT BREAK

9:45 a.m. – 11:15am
THE FINAL STEP: CHOOSING YOUR EMBA CLASS
Marci Armstrong, Faculty Director, Executive MBA Council Marketing and Admissions Program, and Associate Dean of MBA Programs, Cox School of Business, Southern Methodist University