

Penn State Executive Programs

**BRANDING IN THE NEW CENTURY:
REVOLUTIONIZING YOUR MARKETING COMMUNICATIONS PROGRAM**

October 17-18, 2005

MONDAY, OCTOBER 17

- 7:45 am **REGISTRATION / CONTINENTAL BREAKFAST**
McGraw Hill Building
- 8:30 am..... **WELCOMING REMARKS**
Ms. Karen List
President, Financial Communications Society
- 8:40 am **MEETING AND MANAGING THE 21st CENTURY
CHALLENGES TO BRANDING AND MARKETING
COMMUNICATIONS**
McGraw Hill Building
Dr. Don E. Schultz
Professor Emeritus-in-Service of Integrated Marketing
Communications
The Medill School of Journalism
Northwestern University
- 10:00 am **MORNING BREAK**
- 10:15 am **MEETING AND MANAGING THE 21st CENTURY
CHALLENGES TO BRANDING AND MARKETING
COMMUNICATIONS (cont'd)**
McGraw Hill Building
Dr. Don E. Schultz
- 12:00 pm **LUNCH**
McGraw Hill Building
- 1:00 pm **DEVELOPING AN INTEGRATED BRAND AND
COMMUNICATION PROCESS**
McGraw Hill Building
Dr. Don E. Schultz
- 2:30 pm **AFTERNOON BREAK**
- 2:45 pm **DEVELOPING AN INTEGRATED BRAND AND
COMMUNICATION PROCESS (cont'd)**
McGraw Hill Building
Dr. Don E. Schultz
- 4:30 – 6:00 pm..... **COCKTAIL RECEPTION**
McGraw Hill Building

TUESDAY, OCTOBER 18

- 7:45 am **CONTINENTAL BREAKFAST**
McGraw Hill Building
- 8:30 am **ESTIMATING AND MEASURING THE RETURN ON
BRANDING AND MARKETING COMMUNICATION
INVESTMENTS**
McGraw Hill Building
Dr. Don E. Schultz
- 10:00 am **MORNING BREAK**
- 10:15 am **ESTIMATING AND MEASURING THE RETURN ON
BRANDING AND MARKETING COMMUNICATION
INVESTMENTS (cont'd)**
McGraw Hill Building
Dr. Don E. Schultz
- 12:00 pm **LUNCH**
McGraw Hill Building
- 1:00 pm **LATEST SURVEY ON TRENDS IN B2B MARKETING**
McGraw Hill Building
Dr. Ralph A. Oliva
Executive Director, Institute for the Study of Business Markets
Professor of Marketing
Smeal College of Business
The Pennsylvania State University
University Park, Pennsylvania
- 2:30 pm **AFTERNOON BREAK**
- 2:45 pm **LATEST SURVEY ON TRENDS IN B2B MARKETING (cont'd)**
McGraw Hill Building
Dr. Ralph A. Oliva
- 3:30 pm **PANEL DISCUSSION: Urgent Marketing and Branding Issues in
Financial Services**
McGraw Hill Building
Mr. Bill Wreaks
Publisher of the Journal of Financial Advertising and Marketing
- 4:30 pm **PROGRAM ADJOURNS**
McGraw Hill Building