

## Tuesday, October 5

Breakfast on Own

**8:00 a.m.** Welcome and Introductions  
*Emily Hoeing, Key Account Manager,  
Center for Food and Agricultural Business*

Introduction to Strategic  
Agri-Marketing  
*Justin Funk, Managing Partner,  
Agri-Studies, Inc.*

Segmentation & Targeting  
*Justin Funk*

**Noon** Lunch

Agro Seeds Case Preparation  
*Justin Funk*

Agro Seeds Case Discussion  
*Justin Funk*

Brand Management  
*Scott Downey, Associate Professor  
Agricultural Economics, Purdue University*

**5:00 p.m.** Conclude Day 1

**5:15 –  
7:00 p.m.** Welcome Reception

## Wednesday, October 6

Breakfast on Own

**8:00 a.m.** Product Line Management  
*Scott Downey*

Norco Case Preparation  
*Scott Downey and Justin Funk*

Norco Case Discussion  
*Scott Downey and Justin Funk*

**Noon** Lunch

Distribution Strategies  
*Justin Funk*

Penn Feeds Case Preparation  
*Justin Funk*

Penn Feeds Case Discussion  
*Justin Funk*

**5:30 p.m.** Conclude Day 2  
*Evening on own*

## Thursday, October 7

Breakfast on Own

**8:00 a.m.** Price Strategies  
*Justin Funk*

HIR Price Activity (Immuno Genetics)  
*Justin Funk*

Promotion Strategies  
*Scott Downey*

**Noon** Lunch

Agri-Finance Canada Software Case  
Preparation  
*Scott Downey and Justin Funk*

Agri-Finance Canada Software Case  
Discussion  
*Scott Downey and Justin Funk*

**5:00 p.m.** Program Adjourns

*Safe travels!*