

Tuesday, October 3

7:30 a.m.	Classroom Opens
8:00 a.m.	Welcome and Introductions <i>Taryn Nance</i>
	Introduction to Strategic Agri-Marketing <i>Justin Funk</i>
	Segmentation, Targeting & Positioning <i>Justin Funk</i>
	Agro Seeds Case Preparation <i>Justin Funk</i>
Noon	Lunch
12:45 p.m.	Agro Seeds Case Debrief <i>Justin Funk</i>
	Channel Design <i>Scott Downey</i>
	Channel Management <i>Scott Downey</i>
	TopCon Case Preparation <i>Scott Downey and Justin Funk</i>
5:00 p.m.	Conclude Day 1
5:30 p.m.	Welcome Dinner – The Bryant

Wednesday, October 4

7:30 a.m.	Classroom Opens
8:00 a.m.	Debrief Day One
	Topcon Case Debrief <i>Scott Downey and Justin Funk</i>
	Brand Management and Product Discussion <i>Scott Downey and Justin Funk</i>
Noon	Lunch
1:00 p.m.	Agri-Finance Canada Case Preparation – Part 1 <i>Justin Funk</i>
	Agri-Finance Canada Case Discussion – Part 1 <i>Justin Funk</i>
	Pricing Strategies <i>Justin Funk</i>
5:00 p.m.	Conclude Day 2 Evening on your own

Thursday, October 5

7:30 a.m.	Classroom Opens
8:00 a.m.	Debrief Day Two
	HIR Price Activity (Immuno Genetics) <i>Justin Funk</i>
	Agri-Finance Canada Case Preparation – Part 2 <i>Justin Funk</i>
	Promotion Discussion <i>Scott Downey</i>
11:45 a.m.	Lunch
12:30 p.m.	Agri-Finance Canada Case Preparation - Part 3 <i>Justin Funk</i>
	Agri-Finance Canada Case Discussion <i>Justin Funk</i>
4:00 p.m.	Program Adjourns
	<i>Safe travels!</i>

**Agenda is subject to change. Start and end times of the program are firm. West Lafayette is on Eastern time.*