

# STRATEGIC AGRI-MARKETING

October 15 - 17, 2024 | West Lafayette, IN  
Krannert Building – Room 758

## Tuesday, October 15

- 
- 7:30 a.m.** Classroom Opens
- 8:00 a.m.** Welcome and Introductions  
*DeShea Wallace*
- Introduction to Strategic Agri-Marketing  
*Justin Funk*
- Segmentation, Targeting & Positioning  
*Justin Funk*
- Agro Seeds Case Preparation  
*Justin Funk*
- Noon** Lunch
- 12:45 p.m.** Agro Seeds Case Discussion  
*Justin Funk*
- Channel Design  
*Scott Downey*
- Channel Management  
*Scott Downey*
- TopCon Case Preparation  
*Scott Downey and Justin Funk*
- 5:00 p.m.** Conclude Day 1
- 5:30 p.m.** Welcome Dinner –  
Nine Irish Brothers, West Lafayette

## Wednesday, October 16

- 
- 7:30 a.m.** Classroom Opens
- 8:00 a.m.** Debrief Day One
- Topcon Case Debrief  
*Scott Downey and Justin Funk*
- Brand Management and Product Discussion  
*Scott Downey and Justin Funk*
- Noon** Lunch
- 1:00 p.m.** Norco Hay Preservatives Case Preparation  
*Justin Funk*
- Norco Hay Preservatives Case Discussion  
*Justin Funk*
- Pricing Strategies  
*Justin Funk*
- 5:00 p.m.** Conclude Day 2  
Evening on your own

## Thursday, October 17

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

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