

# STRATEGIC AGRI-MARKETING

September 29 – October 1, 2026 | West Lafayette, IN  
Krannert Building – Room 758

## Tuesday, September 29

- 
- 7:30 a.m.** Classroom Opens
- 8:00 a.m.** Welcome and Introductions
- Introduction to Strategic Agri-Marketing  
*Scott Downey and 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
- 5:30-7:00 p.m.** Networking Reception at Harry's Chocolate Shop

## Wednesday, September 30

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

## Thursday, October 1

- 
- 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.*