STRATEGIC AGRI-MARKETING

October 5 – 7, 2027 | West Lafayette, IN
Krannert Building – Room 758

Tuesday, October 5th

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, October 6th

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 7th

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.*

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