

Sample One Week Executive Education Seminar Using Industrat

Monday	Tuesday	Wednesday	Thursday	Friday
08.30 – 09.15 Program Introduction 1	08.30 – 10.00 Strategic Market Segmentation 7	08.30 – 10.00 INDUSTRAT Decision 5 13	08.30 – 10.00 Channel Leadership 19	08.00 – 09.30 Market Oriented Organizations & Leadership 25
09.15 – 11.15 B2B Marketing Strategy 2	10.15 – 11.30 Strategic Market Segmentation (Cont'd) 8	10.15 – 11.45 Strategic Account Management 14	10.15 – 12.00 INDUSTRAT Decision 7 20	09.45 – 13.00 INDUSTRAT & Working Lunch Preparation of Presentations Decision 9 26
11.30 – 12.30 Introduction to INDUSTRAT 3	11.30 – 13.30 INDUSTRAT & Working Lunch Decision 3 9	12.00 – 13.00 Strategic Account Management 15	12.00 – 13.00 Lunch	13.00 – 14.45 INDUSTRAT TEAM PRESENTATIONS 27
12.30 – 13.30 Lunch & Group Photo	13.45 – 15.15 Value Propositions and the Customer Base 10	13.00 – 14.00 Lunch	13.00 – 14.00 Branding & Relationships Equity 21	15.00 – 16.30 INSTRUCTOR'S PRESENTATION AND CONCLUSION 28
13.30 – 15.30 INDUSTRAT Decision 1 4	15.30 – 16.45 Metrics For Effective Marketing 11	14.00 – 15.30 INDUSTRAT Decision 6 16	14.15 – 15.30 Brand Equity in Industrial Markets 22	
15.45 – 16.45 Introduction to INDUSTRAT (Cont'd) 5		15.45 – 17.00 The Challenge of Differentiation 17	15.45 – 17.15 Social Media and the B2B Sector 23	
17.00 – 19.00 INDUSTRAT Decision 2 6	17.00 – 19.00 INDUSTRAT Decision 4 12	17.15 – 18.30 Differentiation via Supplier Perception 18	17.30 – 19.00 INDUSTRAT Decision 8 24	

- Lecture/Discussion**
- INDUSTRAT**
- Case Discussion**