

UCLA PGP PRO

August 28-30, 2018

EROS Hotel, Nehru Place, Delhi

August 28, 2018 – Prof. Sanjay Sood	
09:00 am - 10:30am	Introduction to Marketing Management
10:30 am - 11:00 am	Coffee Break
11:00 am - 12:30 pm	Introduction to Marketing Strategy
12:30 pm - 13:30 pm	Lunch
13:30 pm - 15:00 pm	The TiVO Case
15:00 pm - 15:30 pm	Coffee Break
15:30 pm - 17:00 pm	Marketing and Brand Management
August 29, 2018 – Prof. Mike Rosenberg	
09:00 am - 10:30am	Competitive Strategy
10:30 am - 11:00 am	Coffee Break
11:00 am - 12:30 pm	The Apple Case
12:30 pm - 13:30 pm	Lunch
13:30 pm - 15:00 pm	What is your strategy?
15:00 pm - 15:30 pm	Coffee Break
15:30 pm - 17:00 pm	What is your strategy?
August 30, 2018 – Prof. Bob McCann	
09:00 am - 10:30am	Birkman Assessment
10:30 am - 11:00 am	Coffee Break
11:00 am - 12:30 pm	Birkman Assessment
12:30 pm - 13:30 pm	Lunch
13:30 pm - 15:00 pm	Communicating for Impact
15:00 pm - 15:30 pm	Coffee Break
15:30 pm - 17:00 pm	Communicating for Impact