

Program Schedule – **Product Management Program**

November 2-6, 2009

Time	Monday	Tuesday	Wednesday	Thursday	Friday
8:30am	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast 8:00am-8:30am
9:00am	Course Introduction Sara Beckman 9:00am-9:15am Corporate Strategy Paul Tiffany 9:15am-10:45am	Pricing Strategy Teck Ho	Market Research Priya Raghubir	Leading Teams Jane Creech 9:00-10:30	Creating Superior Value Propositions Rashi Glazer 8:30am-10:00am
10:30am	Break 10:45am-11:00am	Break	Break	Break	Break
11:00am	Corporate Strategy Paul Tiffany	Revenue Models and The Business Case Teck Ho	Market Research Priya Raghubir	Leading Teams Jane Creech 11:00am-12:30pm	Creating Superior Value Propositions Rashi Glazer 10:15am-11:45am
12:30pm	Lunch	Lunch	Lunch and Design Exercise Sara Beckman	Lunch	Lunch 11:45am-12:30pm
1:30pm	Product Portfolio Planning Sara Beckman	Perspective on Best In Class Product Management Steven Haines	Customer Focused Design Sara Beckman	Strategic Business Negotiations Holly Schroth	Competitive Advantage in Smart Markets Rashi Glazer 12:30pm-2:00pm
3:00pm	Break	Break	Break	Break	Break 2:00pm-2:15pm
3:30pm	Product Portfolio Planning Sara Beckman	Influence and Storytelling Cort Worthington	Customer Focused Design Sara Beckman	Strategic Business Negotiations Holly Schroth	Competitive Advantage in Smart Markets 2:15pm-4:00pm
5:00pm	Adjourn/Henry's Pub	Adjourn	Adjourn	Adjourn	Final Evaluation Certificates Adjourn @ 4:00pm