

UNO MARKETING WEEK 2014

OCTOBER 20 - 24

	TIME	SPEAKER	CLASS	PROFESSOR	ROOM
MONDAY OCTOBER 20	6:00 PM - 8:45 PM	Troy Cox , Brand Society	Promotion Management	Palumbo	KH 227
TUESDAY OCTOBER 21	8:00 AM - 9:15 AM	Steve Schulkens & Matt Willard , Schulkens Communication	Principles of Marketing	Min	KH 209
	9:30 AM - 10:45 AM	Sondra Brown , Market Dynamics Research Group	Intro to Marketing Research	Min	KH 207
	11:00 AM - 12:15 PM	Katherine LeBlanc , <i>Manager, Marketing & Communications</i> , Smoothie King	Principles of Marketing	Cromartie	KH 129
	12:30 PM - 1:30 PM	Mark Romig , <i>Keynote Speaker</i> , New Orleans Tourism Marketing Corporation	KEYNOTE SPEAKER		KH 129
	3:00 PM - 5:45 PM	Jennifer Boneno , Zehnder Communications	Strategic Marketing Management	Kemp	KH 223
	3:30 PM - 4:45 PM	Joe Biderman , Hiller Jewelry	Marketing Strategy	Cromartie	KH 209
	6:00 PM - 8:45 PM	Alexander M. McIntyre, Jr. , Baker, Donelson, Bearman, Caldwell & Berkowitz, P.C.	Legal Environment of Marketing	Kemp	KH 223
	6:00 PM - 8:45 PM	Amy Early Schneider , Humana MarketPoint Louisiana	Principles of Marketing	Cromartie	KH 220
WEDNESDAY OCTOBER 22	12:00 PM - 12:50 PM	Michelle Edelman , Peter Mayer Advertising	Consumer Behavior	Palumbo	KH 225
	1:00 PM - 1:50 PM	Jeffrey Ory , il Stratega	Principles of Marketing	Palumbo	KH 122
	6:00 PM - 8:45 PM	Virginia Saussy , Consultant	Consumer Behavior	Palumbo	KH 225
	6:00 PM - 8:45 PM	Jessica Broome, Ph.D. , Marketing Research Consultant	Marketing Research Methods	Kennett-Hensel	KH 220
	6:00 PM - 8:45 PM	Alexander Landin , Phelps Dunbar	Sales Management	Ewell	KH 209
THURSDAY OCTOBER 23	11:00 AM - 12:15 PM	Melissa Delhom Sabathier , Strategic Restaurants Acquisition Company, LLC	Marketing Management	Min	KH 209
	2:00 PM - 3:15 PM	Gerard Sambola , Samson Business Products	Personal Selling	Bode	KH 209
	6:00 PM - 8:45 PM	Malcolm Schwarzenbach , Trumpet Group	Strategic Marketing Management	Kemp	KH 223