



2009 Duke MBA Marketing Beyond CPG Night

Schedule of Events

5:00-5:10 p.m.

Geneen Auditorium

Introduction & Speakers' Welcome

Deepti Pradeep, Member Development–Non CPG, Duke Marketing Club

5:10-5:45 p.m.

Geneen Auditorium

Keynote Speaker

Trisha Jung, Nissan

6:00-6:40 p.m.

Lilly Classroom

Beyond CPG Panel 1

"Challenges of Marketing in a Down Economy"

Leaman Classroom

Beyond CPG Panel 2

"The Changing Face of Marketing"

6:45-7:25 p.m.

HCA Auditorium

Beyond CPG Panel 3

"Marketing of Innovations"

7:30-9:00 p.m.

Kirby Reading Room

Networking Event

Open to all event attendees and students