



MARKETING WEEK

Monday, July 12

- 1-2:30 PM ET Welcome & Introductions
"Market Yourself" All
- 2:30-3:45 PM ET . Opening Keynote..... All
- 4-5 PM ET Optional Roundtable/Networking..... All

Tuesday, July 13

- 1-2 PM ET Accessibility in Marketing..... All
- 2:15-3:15 PM ET Utilizing Canva..... Students
- 2:15-3:15 PM ET Building a Comprehensive
Communications Plan Advisors
- 3:30-5 PM ET Workshopping All

Wednesday, July 14

- 1-2 PM ET Using Marketing for Recruitment,
Retention, and Recognition..... Students
- 1-2 PM ET Generational Marketing Advisors
- 2:15-3:15 PM ET Creating a Student Marketing Committee . Advisors
- 2:15-3:15 PM ET TikTok for Marketing Students
- 3:30-5 PM ET Workshopping All

Thursday, July 15

- 1-2:30 PM ET Student Presentations Students
- 1-2:30 PM ET Presentation Sessions Advisors
- 2:45-3:45 PM ET .. Closing Session All