



DOING BUSINESS IN A POST PANDEMIC WORLD

MKGT 714: SAMPLE SCHEDULE

This schedule is an example of what we may experience during this program. Final itinerary will be communicated closer to the start of the program when all details are confirmed.

MONDAY, JAN 8

Virtual visits and consulting case study related to Brazilian industries in the morning, then a visit with a coffee producer with a cultural experience.

Tuesday, JAN 9

Virtual visits around the European Union, and a cultural event in the afternoon.

WEDNESDAY, JAN 10

Virtual visits in Eastern Europe related to expansion and business strategies, followed by a cultural event in the afternoon.

THURSDAY, JAN 11

Virtual visit to South Africa to learn about impacts big brands can have on local economies, followed by a cultural event in the late morning.

FRIDAY, JAN 12

Virtual company visits in Japan, and final presentations of work.

Our planning partner will work with companies across the regions we will be visiting to curate an interesting mix of perspectives, industries, and global experiences.