



MASTER OF MARKETING AGENDA

Friday, April 11, 2025

5:30 pm – 7:30 pm **NETWORKING NIGHT (OPTIONAL)**

Owen (2nd Floor)

Join the MMark program for an evening of cocktails, food, and conversation!

Saturday, April 12, 2025

8:00 am – 8:45 am **WELCOME AND BREAKFAST**

Owen Great Room

Dean Welcome address at 8:45 am

9:00 am – 10:00 am **VANDERBILT MMARK PROGRAM OVERVIEW & RESOURCES**

Owen Room 213

Suzanne Feinstein, Director, Master of Marketing Program

Steve Posavac, Faculty Director, Master of Marketing Program

10:00 am – 10:45 am **VANDERBILT MMARK CAREER MANAGEMENT OVERVIEW**

Owen Room 213

Zeke Arteaga, Associate Director, Career Management Center

11:00 am – 11:45 am **VANDERBILT MMARK STUDENT LIFE PANEL**

Owen Room 213

Student Admissions Coordinators

12:00 pm – 1:00 pm **LUNCH WITH YOUR CLASSMATES** (Jim N' Nicks BBQ!)

Owen Great Room & Lobby

1:00 pm – 2:00 pm **VANDERBILT MMARK ALUMNI PANEL**

Owen Room 213

Various Alumni

2:15 pm – 3:45 pm **SAMPLE CLASS**

Owen Room 213

J.J. Peterson, Adjunct Professor of Management

Chief of Teaching and Facilitation, StoryBrand

4:00 pm – 4:30 pm **TOUR OF OWEN AND VANDERBILT CAMPUS (OPTIONAL)**

Owen Lobby

6:00 pm – 9:00 pm **CLOSING EVENT**

The Nashville Sounds (First Horizon Park, 19 Jackson St.)

Join us for food, drinks, and baseball!

Game starts at 6:35 pm. Gates open at 5:15 pm.

