



CENTER FOR

CUSTOMER INTERFACE EXCELLENCE

MKTG 4850.351 Frontline Marketing Management I (Spring 2016)

| Session | Date | Topic | Session Champion |
|---------|--------|---|------------------------------|
| 1 | Jan 26 | Career Preparation/Professionalism I | Diane Landress (PepsiCo) |
| 2 | Feb 2 | Backpack to Briefcase | Eric Woodworth (Bridgestone) |
| 3 | Feb 9 | Managing the Customer Experience | Tiffany McGowen (Paycom) |
| 4 | Feb 16 | Persuasive Communication/ Selling | Scott Robin (BOK) |
| 5 | Feb 23 | Discuss <u>To Sell Is Human</u> , Daniel Pink | Tom Brown (CIE) |
| 6 | Mar 8 | Site Visit: Hilti (Tulsa) | Jimmy Albright (Hilti) |



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MKTG 4850.351 Frontline Marketing Management II (Fall 2016)

| Session | Date | Topic | Session Champion |
|---------|---------|---|-----------------------------|
| 1 | Sept 6 | Managing Employees: Hiring and Training | Ann Morgan (BOK) |
| 2 | Sept 13 | General Communication Skills | Jimmy Albright (Hilti) |
| 3 | Sept 27 | Discuss <u>Crucial Conversations</u> | Lorinda Schrammel (OSU) |
| 4 | Oct 4 | Site Visit: Cintas (Tulsa) | Holly Fisher (Cintas) |
| 5 | Oct 11 | Dealing with Challenging People | Marie Hazelton (Enterprise) |
| 6 | Oct 18 | Managing Diversity Issues | Cinthya Allen (AT&T) |