

**Neeley Sales & Marketing Strategy
Case Competition
March 28-29, 2008**



Sponsored by:



Friday, March 14, 2008

All selected and individual MBA student participants will receive Product Background Information.

Friday, March 28, 2008

3:00 pm – 6:00 pm	Registration	Neeley School of Business Smith Hall, Room 104 Texas Christian University
6:00 pm	Team Assignments & Cocktail Reception	
7:00 pm	Dinner	
8:00 pm	Sony Keynote Address	
8:30 pm	Free time for newly-formed team and TCU Neeley host	

Saturday, March 29, 2008

7:00 am – 10:00 am	Breakfast Available	Neeley School of Business Smith Hall, Room 104 Texas Christian University
7:30 am – 12:30 pm	Case Work	Smith Hall Assigned Team Rooms
11:30 am – 1:30 pm	Lunch Available	Smith Hall 104
1:00 pm – 6:00 pm	Case Presentations	Neeley School of Business Tandy Hall Board Room
7:00 pm – 8:00 pm	Cocktails & Margaritas	TBD in Historic Stockyards
8:00 pm – 9:30 pm	Dinner & Awards Ceremony	Sony Sales and Marketing Executives
9:30 pm – 1:00 am	After Party	