

**NCSU College of Textiles**  
**Executive-in-Residence Program: Textile and Apparel Management Program**  
**Dr. Kevin Keller**  
**September 14, 2005**  
**Brand Management and Marketing**

*Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Keller's academic resume includes degrees from Cornell, Duke, and Carnegie-Mellon universities, award-winning research, and faculty positions at Berkeley, Stanford, and UNC. He has served as brand confidant to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Intel, Levi Strauss, Procter & Gamble, and SAB Miller. His textbook, Strategic Brand Management, has been adopted at top business schools and leading firms around the world. With the 12<sup>th</sup> edition published in March 2005, he is also the co-author with Philip Kotler of the all-time best selling introductory marketing textbook, Marketing Management.*

**Schedule:**

Arrive September 13<sup>th</sup> Travel to Holiday Inn Brownstone Hotel, Hillsborough Street (#69127508)

September 14:

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|---------------|---|
| 7:00- 8:15    | Breakfast Brownstone (Cassill, Bruer, Fratto)   |
| 8:45 – 9:30:  | Coffee, informal discussion, College of Textile (COT) faculty and administration (#3436)                    |
| 9:30 – 10:00  | Discussion with COT undergraduate students (Hester to coordinate; #3436)                                    |
| 10:00 – 11:00 | Discussion with COT graduate students (Bruer, Fratto, Allen to coordinate; #3436)                           |
| 11:00 – 11:30 | Break/Preparation for Seminar   |
| 11:30 – 12:45 | Luncheon with Textile and Apparel Technology and Management (TATM) faculty (#3436)                          |
| 1:00 – 2:30   | Seminar: “ <b>Building Strong Brands: Lessons from the World’s Best Marketers,</b> ” COT Convocation Center |
| 2:30 – 3:00   | Informal social with students and faculty, Convocation Center   |
| 3:15          | Depart for airport  |