Online MBA Residential

Topic: Contemporary Applied Marketing
Instructor: Vanessa Errecarte
September 9, 2021, 12pm – September 11, 2021, 2pm

Please note that per the University of California COVID-19 Vaccination Policy, all students, staff, and faculty are required to be compliant with this policy by September 8, 2021. Students who are not compliant with the policy by September 8 will be flagged for direct follow-up and access to campus and university programs (classes) and services will be restricted.

Agenda
Download a PDF of the schedule here.

Thursday, September 9

12 – 1 p.m.
Residential Registration + Lunch
Lobby | Gallagher Hall

Attire: Business Formal

1 – 4:50 p.m.
Academic Session I
Curate: Evolution of the Marketing Industry and Contemporary Market Positioning
Abbaszadeh | Gallagher Hall

Guest Speaker: Kate Stille, co-owner, Nugget Markets

5 – 6 p.m.
Professional Headshots
2nd Floor Coffee Bar | Gallagher Hall

A photographer will be on site to take professional head shots

5 – 7 p.m.
Networking Cocktail Reception
Lobby | Gallagher Hall

Network with online MBA classmates, staff, and faculty in person; light hors d’oeuvres

Friday, September 10

8 – 9 a.m.
Breakfast
Lobby | Gallagher Hall

Attire: Business Casual

9 a.m. – 12 p.m.
Academic Session 2
Create: Branding and Content Marketing
Abbaszadeh | Gallagher Hall

12 – 1 p.m.
Network and Lunch
Lobby | Gallagher Hall

1 – 4:50 p.m.
Academic Session 3
Convert: Consumer Interaction with Brands Online
Abbaszadeh | Gallagher Hall
Guest Speaker: Gloria Partida, Mayor, City of Davis

5 – 8 p.m.
Dinner at the Farm
Ruhstaller Farm | Dixon, CA

Dinner on us! Enjoy an evening with dinner, drinks, and live music with your fellow residential attendees. This is an optional event.

The Graduate School of Management will be providing bus transportation to dinner at Ruhstahller Farm. Meet in front of Gallagher Hall at 5:15pm. You may provide your own transportation to and from the location as well.

Saturday, September 11

8 – 9 a.m.
Breakfast
Lobby | Gallagher Hall

Attire: Business Casual

9 a.m. – 12 p.m.
Academic Session 4
Convert: Additional Online Tools
Abbaszadeh | Gallagher Hall

12 – 1:50 p.m.
Optional Working Lunch and Marketing Plan Office Hours
Abbaszadeh | Gallagher Hall

Instructor and Speaker Bios

Vanessa Errecarte
Kate Stille
Gloria Partida

Syllabus and Course Materials

Students must be logged into 2UCD and registered for MGV 490AV (sections 1, 2, 3, or 4) to access the course syllabus and Harvard Coursepack access information.

Please ensure that you meet all published deadlines for pre-work and readings prior to attending the in-person residential.

What to Bring

• Face covering
  o You will be required to wear your face covering for the duration of the residential regardless of vaccination status except when eating or drinking. Please refer to the updated mask and distancing guidelines on campus here.
• Laptop and any technology charging cables
• Attire has been noted in the agenda
  o We will have opportunities to have professional headshots taken in the first evening so business formal is the recommended attire. Please note that it will be very warm (some may say even say, hot) Thursday through Saturday. All academic sessions will be indoors in an air-conditioned space. The cocktail reception will also be held indoors. You could bring a more casual set of clothes for the optional event on Saturday at Ruhstaller Farm.
• Completed Daily Symptom Survey for each day you are on campus and entering a University facility.
• Please bring your GSM name badge if you have received one at a prior in-person residential. If you have not received a name badge, one will be provided to you.

**Action Items**

By September 1:
• Complete this Google Form to note any dietary restrictions and to upload your professional bio.
• Review syllabus, course materials, and complete any assignments and readings by the published deadline on 2UCD.

By September 2:
• Readings and individual written assignments – refer to syllabus.

By September 8:
• Please note that per the University of California COVID-19 Vaccination Policy, all students, staff, and faculty are required to compliant with this policy by September 8, 2021. Students who are not compliant with the policy by September 8 will be flagged for direct follow-up and access to campus and university programs (classes) and services will be restricted.

By September 9:
• Readings and individual assignment – refer to syllabus.

**Hotel Accommodations**

**Hyatt Place UC Davis** – 0.1 miles from Gallagher Hall, recommended stay.

The Graduate School of Management room block rates are **$179.00** / night (exclusive of applicable state and local taxes). This rate is valid until August 20th, 2021.

To book a room in the GSM online MBA room block:
1. Click here: MBA Online Residential – Hyatt Place UC Davis Booking Link
2. Click “Book Now” and enter your arrival and departure dates. You may select any or all days between Wednesday, September 8th and Saturday, September 11th, 2021

*If you are hoping to extend your stay, please contact Diana Vail.*

**Aggie Inn** – 0.7 miles from Gallagher Hall

**Hilton Garden Inn** – 0.9 miles from Gallagher Hall

Davis Downtown Hotel Guide: [https://davisdowntown.com/hotels](https://davisdowntown.com/hotels)

**Directions and Parking Logistics**

The residential will take place in Gallagher Hall on the UC Davis campus.

The closest parking lots and structure are the South Entry Parking Structure and the Visitor Parking Lots 1 and 2.

• You may purchase parking for Thursday and Friday ahead of your arrival on the Park Mobile app. Parking is free on Saturday. Instructions on how to download the app and how to get the affiliate rates ($3.00/day) can be found here.

• If you are staying at the Hyatt UC Davis, you will not need to purchase parking if you park in the Hyatt Place lot. The Hyatt Place is a short ~3-minute walk from Gallagher Hall.
Campus and Graduate School of Management Safety Requirements

Campus and GSM Safety requirements are updated as new policies and guidance are released and published. Please review the following safety guidelines prior to arriving to the UC Davis campus:

- Graduate School of Management Frequently Asked Questions on COVID Safety
- Gallagher Hall – Davis COVID Safety Guide
- UC Davis Public Health Policies and Requirements
- Campus Ready Safety Guidelines