

The Marketing Master Class presented by the Rutgers MBA Program

Date: Monday, November 24, 2025

Time: 4:00 PM – 6:00 PM

Location: Rutgers Business School – Newark, Room 608

Agenda

4:00 – 4:30 PM

Holy Grail of Marketing Presentation with Professor Greg Licciardi
(<https://holygrailofmarketing.com/>)



A deep dive into the fundamentals and evolving principles of marketing excellence. How to achieve optimal Marketing Success Using AI and Beyond. Professor Licciardi will also share how the holy grail of marketing framework applies to finding an internship or a job.

4:30– 4:50 PM

Fireside Chat: Current Trends in Marketing with Professor Greg Licciardi & Assistant Dean and Lecturer Marc Limata

An engaging discussion on emerging strategies, digital innovation, and the future of marketing with industry and academic insights.

4:50 – 5:05 PM

Audience Q&A

Open floor for students to ask questions and share perspectives.

5:05 – 6:00 PM

Networking & Refreshments in the Lounge

Connect with peers, faculty, and guests while enjoying pizza and soft drinks.