

Fall 2017 Course Schedule

Week	Date	Topic	Reading Due	Assignment Due	Quiz Due
1	29 Aug	CLASS CANCELLED (HARVEY)			
2	05 Sep	Overview of Marketing Strategic Planning	Syllabus Chapter 1 Chapter 2		
3	12 Sep	Strategic Planning	Chapter 2	Project Pitches and Form Teams	
4	19 Sep	The Marketing Environment (PEST /SWOT)	Chapter 4	01-Project & Company Overview	Quiz 1: Ch 1 & 2
	26 Sep	MOVIE			
5	03 Oct	Ethics Global Marketing Competitive Intelligence	Chapter 3* Chapter 5* Handout	02-Mission Statement & SMART Goals	Quiz 2: Ch 2 & 4
6	10 Oct	Consumer Decision Making	Chapter 6	03-PEST Analysis	Quiz 3: Ch 3 & 5
7	17 Oct	Segmenting & Targeting Markets Business Marketing Market Research	Chapter 8 Chapter 7* Chapter 9*	04-SWOT Analysis	Quiz 4: Ch 6
8	24 Oct	Product Concepts	Chapter 10	05-Competitive Analysis	Quiz 5: Ch 7,8,9
9	31 Oct	Developing & Managing Products	Chapter 11	06-Target Market & Segmentation	Quiz 6: Ch 10
10	07 Nov	Marketing Channels Retail	Chapter 13 Chapter 14		Quiz 7: Ch 11
11	14 Nov	Marketing Communications	Chapter 15	07-Product	Quiz 8: Ch 13 & 14
12	21 Nov	Advertising, Public Relation & Sales Promotion Personal Selling & Sales Management Social Media and Marketing	Chapter 16 Chapter 17 Chapter 18*	08-Place (Distribution)	Quiz 9: Ch 15
13	28 Nov	Pricing Concepts	Chapters 19	09-Promotions Mix	Quiz 10: Ch 16,17,18
14	05 Dec	Presentation Prep / Guest Speaker		10-Price	Quiz 11: Ch 19
15	12 Dec	FINAL PROJECT PRESENTATIONS	All Presentations Due Dec 12th		

DON'T FORGET! YOU MUST PRESENT TWO (2) MARKETING IN REAL LIFE (MIRL) BY THE LAST CLASS. YOU MAY ONLY PRESENT ONE MIRL AT A TIME AND ONLY FIVE MIRL CAN BE PRESENTED PER CLASS, SO DON'T WAIT TILL THE END!