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| **Date** | **Tentative Course Schedule**  **Topic** | **Assignment** |
| Feb 14 | Ch. 3 Strategic Marketing Planning | **Ch. 3 homework quiz will close on Feb 21** |
| Feb 16 | Ch 4. Market Research |  |
| Feb 19 | **Guest Speaker- Goosehead Insurance** |  |
| Feb 21 | Career Fair- go to it no class |  |
| Feb 23 | Individual study day- get caught up on quizzes |  |
| Feb 26 | Individual study day- get caught up on quizzes |  |
| Feb 28 | Ch 4 Market Research | **Ch. 4 homework quiz will close on March 7** |
| March 2 | **Test ch 1,2,3 &4** |  |
| March 5 | Ch 6 Understand Consumer and Business Markets |  |
| March 7 | Ch 6 Understand Consumer and Business Markets | **Ch. 6 homework quiz will close on March 14** |
| March 9 | Ch 7 Segmentation, Target marketing, and Positioning |  |
| March 12-16 | Spring Break |  |
| March 19 | Ch 7 Segmentation, Target Marketing, and Positioning | **Ch. 7 homework quiz will close on March 26** |
| March 21 | Ch 8 Product I: Innovation and New Product Development |  |
| March 23 | Guest Speaker Dr. Steve Rutner |  |
| March 26 | Ch 8 Product I: Innovation and New Product Development | **Ch.8 homework quiz will close on April 2nd.** |
| March 28 | Ch 9 Product II: Product Strategy, Branding, and Product Development |  |
| March 30 | Ch 9 Product II: Product Strategy, Branding, and Product Development | **Ch. 9 homework quiz will close on April 6** |
| April 4 | **Test 2 Ch 6,7,8 &9** |  |
| April 6 | Ch 10 Price: What is the Value Proposition worth |  |
| April 9 | Ch 10 Price: What is the Value Proposition worth |  |
| April 11 | Guest Speaker: Mrs. Julia Jordan, Director Goosehead “ Secrets of a Corporate Recruiter” |  |
| April 13 | Ch 12 Deliver the customer experience: Goods and services via bricks and clicks | **Ch. 10 homework quiz will close on April 20th.** |
| April 16 | Ch 12 Deliver the customer experience: Goods and services via bricks and clicks |  |
| April 18 | Guest Speaker CEO- Cohn & Gregory- Scott Mahaffey | **Ch. 12 homework quiz will close on April 25th** |
| April 20 | Ch 13 Promotion I: Advertising and Sales Promotion |  |
| April 23 | Ch 13 Promotion I: Advertising and Sales Promotion | **Ch. 13 homework quiz will close on April 30th**. |
| April 25 | Ch 14 Promotion II: Social Media Marketing, direct/database marketing, personal selling, and Public Relations |  |
| April 27 | Ch 14 Promotion II: Social Media Marketing, direct/database marketing, personal selling, and Public Relations | **Ch. 14 homework quiz will close on May 2nd.** |
| April 30 | **Test 3 ch 10,12,13 &14** |  |
| May 2 | Special lecture |  |
| May 4 | Special Lecture |  |
| May 7 | Special Lecture- last day of class |  |
| May 14  1.30pm-4pm | Final\* if class does not meet attendance goal |  |