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| **Date** | **Tentative Course Schedule**  **Topic** | **Assignment** |
| Jan 16 & 18 | Class Overview | Get book  Read Chapter 1 |
| Jan 21 | University Holiday-no class | Read Ch 1  **Ch 1Quiz closes Jan 22 at 11.59pm** |
| Jan 23 | Ch. 1 Welcome to the World of Marketing | Read Ch 2 |
| Jan 25 | Ch. 1 Welcome to the World of Marketing | Read Ch 2 |
| Jan 28 | Ch 2 Global, Ethical, and Sustainable Marketing | Read Ch 2 **Ch 2 Quiz due Jan 27 at 11.59pm** |
| Jan 30 | Ch 2 Global, Ethical, and Sustainable Marketing |  |
| Feb 1 | Ch 2 Global, Ethical, and Sustainable marketing |  |
| Feb 4 | Special Lecture Global Marketing | Read Ch 3  **Ch 3 Quiz due Feb 5 at 11.59pm** |
| Feb 6 | Special Lecture cont | Read Ch 3 |
| Feb 8 | Ch. 3 Strategic Marketing Planning |  |
| Feb 11 | Guest Speaker-Goosehead Insurance- Brian Pattillo Managing Director |  |
| Feb 13 | Career Fair—no class go get an internship or job | Read Ch 4  **Ch 4 Quiz due on Feb 14 at 11.59pm** |
| Feb 15 | Ch. 3 Strategic Marketing Planning | Read Ch 4 |
| Feb 18 | Ch 4 Market Research | Study for exam |
| Feb 20 | Ch 4 Market Research | Read Ch 6  **Ch 6 Quiz due on Feb 21 at 11.59pm** |
| Feb 22 | Test 1 Ch 1-4 | Read Ch 6 |
| Feb 25 | Individual study day | Read Ch 6 |
| Feb 27 | Ch 6 Understand Consumer and Business Markets | Read Ch 7  **Ch 7 Quiz due on Feb 28 at 11.59pm** |
| March 1 | Ch 6 Understand Consumer and Business Markets | Ch 7 homework quiz opens |
| March 4 | Ch 7 Segmentation, Target Marketing, and Positioning | Read Ch 8  **Ch 8 Quiz due on March 5 at 11.59pm** |
| March 6 | Ch 7 Segmentation, Target Marketing, and Positioning | Read Ch 8 |
| March 8 | Potential individual study day | Read Ch 8 |
| March 9-17 | Spring Break |  |
| March 18 | Ch 8 Product I: Innovation and New Product Development | Read Ch 9  **Ch 9 Quiz due on March 19 at 11.59pm** |
| March 20 | Ch 8 Product I: Innovation and New Product Development | Read Ch 9 |
| March 22 | Ch 9 Product II: Product Strategy, Branding, and Product Management | **Study for Exam** |
| March 25 | Ch 9 Product II: Product Strategy, Branding, and Product Management | Read Ch 10  **Ch 10 Quiz due of March 26 at 11.59pm** |
| March 27 | **TEST 2 Ch 6,7,8 & 9** | Read Ch 10 |
| March 29 | Guest Speaker: Vice president of Hajoca | Read Ch 10 |
| April 1 | Ch 10 Price: What is the Value Proposition Worth | Read Ch 10 |
| April 3 | Ch 10 Price: What is the Value Proposition worth | Read Ch 12  **Ch 12 Quiz due on April 4 at 11.59pm** |
| April 5 | Ch 10 Price: What is the Value Proposition worth | Read Ch 12 |
| April 8 | Ch 12 Deliver the Customer Experience: Goods and Services via bricks and clicks |  |
| April 10 | Guest Speaker- Julia Jordan “Secrets of a Corporate Recruiter | Read Ch 12 |
| April 12 | Ch 12 Deliver the Customer Experience: Goods and Services via bricks and clicks | Read Ch 12  **Ch 13 Quiz due on April 14 at 11.59pm** |
| April 15 | Ch 12 Deliver the Customer Experience: Goods and Services via bricks and clicks | Read Ch 13 |
| April 17 | Ch 13 Promotion I: Advertising and Sales Promotion | Read Ch 13 |
| April 19 | Ch 13 Promotion I: Advertising and Sales Promotion | Read Ch 14  **Ch 14 Quiz due on April 23 at 11.59pm** |
| April 22 | No Classes University Holiday |  |
| April 24 | Ch 13 Promotion I: Advertising and Sales Promotion | Read ch 14 |
| April 26 | Ch 14 Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations |  |
| April 29 | Ch 14 Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations |  |
| May 1 | **Test 3 Ch 10,12, 13 &14** |  |
| May 3 | Special Topic Lecture |  |
| May 6 | Special Topic Lecture- Last day of class |  |
| **May 11**  **10.30am to 1pm** | **Comprehensive Final Exam (if class does not meet 80% attendance goal)\*** |  |