

## CLASS SCHEDULE<sup>1</sup>

<b>Date</b>	<b>Topic</b>	<b>Reading Preparation</b>	<b>Cases/In-class exercises</b>
Tues: Aug 28	Introduction to the course		In-class Cases: Webisodes/7-Up
Thurs: Aug 30	The Marketing Environment	Chap. 3	<i>Submit personal information sheets</i> Read article handed out: We're all marketers now Industry focus: Apps
Tues: Sept 4	Introduction to Case Analysis/ Microfridge: The Concept	Case: Microfridge	Case Discussion: Microfridge Read case from course reader and case study instructions handed out.
Thurs: Sept 6	Marketing Planning and Forecasting I – Company analysis	Chap. 2	<i>Submit team name and team members</i> Case: Rollerblade (in-class discussion)
Tues: Sept 11	EuroDisney Case and Term Project Discussion	Read EuroDisney Case	Case Discussion: EuroDisney Read case handed out
Thurs: Sept 13	Marketing Planning and Forecasting II – Competitor Analysis	Chap. 5	<i>Submit product proposal</i> Case: Habib's (in-class discussion)
Tues: Sept 18	Customer Behavior I	Chap. 6	Industry focus: Luxury
Thurs: Sept 20	Customer Behavior II	Chap. 6	Case Discussion: Dove (in-class discussion)
Tues: Sept 25	Segmentation, Targeting	Chap. 6	
Thurs: Sept 27	Positioning	Chap. 6	Case Discussion: Vertu (in-class discussion)

<sup>1</sup> Note: The schedule is subject to change according to the instructor's discretion. Updated schedules will be distributed in class.

Tues: Oct 2	No Class		
Thurs: Oct 4	No Class		
Tues: Oct 9	Marketing Math/Midterm review		
Thurs: Oct 11	Preparation day for presentations		
Tues: Oct 16	Group Presentations – Phase I		<i>Groups hand in copy of PowerPoint slides</i>
Thurs: Oct 18	Group Presentations – Phase I		<i>Groups hand in copy of PowerPoint slides</i>
Tues: Oct 23	<b>MIDTERM I</b>		
Thurs: Oct 25	New Product Development and Innovation	Chap. 7	Case Discussion: IDEO (in-class discussion)
Tues: Oct 30	Brand Management and Case Discussion	Chap. 8	Case: Nutrigrain Read case handed out
Thurs: Nov 1	Pricing		Article Discussion: Ikea Read article handed out
Tues: Nov 6	Marketing Communications – Integrated marketing and Promotions	Chap. 10	Case Discussion: De Beers Diamonds (in-class discussion)
Thurs: Nov 8	Case Discussion/ Midterm Review	Case: BMW Z3	Case Discussion: BMW Z3 Roadster Read case from course reader
Tues: Nov 13	Distribution	Chap. 9	
Thurs: Nov 15	Case Discussion	Case: Procter and Gamble	Case Discussion: Procter and Gamble Company (A). Read case from course reader

Tues: Nov 20	Preparation day for presentations		
Thurs: Nov 22	Thanksgiving Holiday		
Tues: Nov 27	Preparation day for midterm		
Thurs: Nov 29	<b>MIDTERM II</b>		
Tues: Dec 4	Group Presentations – Phase II		<i>Hand in copy of PowerPoint slides</i>
Thurs: Dec 6	Group Presentations – Phase II Last Day of class.		<i>Hand in copy of PowerPoint slides Final Group Project write-up due for all groups.</i>