**SCHEDULE** - MKTG 3110-003 - Spring 2016

**Class Day Date Topic Assigned reading Homework due**

1 M Jan.11 Introduction. What is Marketing?

2 W Jan.13 Consumer needs. Consumer relationships

M Jan.18 **MLK Day - NO CLASS**

3 W Jan.20 Marketing & Strategy ch.1, 2 #1 SWOT analysis

4 M Jan.25 Marketing & Strategy, cont.

5 W Jan.27 Marketing Environment ch.3

6 M Feb.1 Social Responsibility & Ethics in Mktg ch.4 #2 Ethical issue

7 W Feb.3 Consumer behavior (B2C) ch.5 #3 Subculture

8 M Feb.8 Consumer behavior, cont. & Exam review

9 W Feb.10 **MIDTERM EXAM #1**

10 M Feb.15 **Exam #1 assignment upload**

Consumer behavior (B2B) ch.6

11 W Feb.17 Services ch.12 #4 Super Bowl ad

12 M Feb.22 Global Marketing ch.7 #5 Ethnocentrism

13 W Feb.24 Global Marketing, cont.

14 M Feb.29 Marketing Research ch.8

15 W Mar.2 Market Segmentation ch.9 #6 Market segmentation

**SPRING BREAK**

16 M Mar.14 **MIDTERM EXAM #2**

17 W Mar.16 **Exam #2 assignment upload**

18 M Mar.21 Product ch.10 #7 New product/service

19 W Mar.23 Product, cont. ch.11

20 M Mar.28 Price ch.13 #8 Price differences

21 W Mar.30 Price, cont. ch.14

22 M Apr.4 Place ch.15 #9 Retail comparison

23 W Apr.6 Place, cont. ch.16

24 M Apr.11 Promotion ch.17, 18 #10 Sales promotion

25 W Apr.13 Promotion, cont. ch.19

26 M Apr.18 **Exam #3 assignment upload**

27 W Apr.20 **NO CLASS**

28 M Apr.25 Interactive Marketing; Mktg Strategy ch.21

29 W Apr.27 GUEST SPEAKER mandatory assignment DUE Apr.29

30 M May 2 **MIDTERM EXAM #3**

31 M May 9 **OPTIONAL FINAL EXAM 11:00 am – 1:30 pm**

The syllabus is subject to change. Any changes will be announced in class.