

Reading Schedule

Week	Date	Topics	Reading Assignments	Due Dates
1	Jan 31	Marketing (Chapter 1) Marketing Strategy (2)		
2	Feb 7	The Marketing Environment (3)	Chapter 3	
3	Feb 14	Marketing Information (4) Consumer Behavior (5)	Chapter 4 & 5	Submit SG 1,2,3
4	Feb 21	Monday Schedule	No Class	
5	Feb 28	Business Markets (6) Segmentation, Targeting, Positioning (7)	Chapter 6 & 7	Submit SG A,B,C
6	March 7	Strategies (8)	Chapter 8	Submit Project 1
7	March 14	New Product Development (9)	Chapter 9	Submit SG D,E,F
8	March 21	***Midterm EXAM***	Chapters 1,2,3,4,5,6,7,8,9	Midterm Exam
9	March 28	Pricing Approaches (10) Pricing Strategies (11)	Chapter 10	Submit Project 2
10	Apr 4	Spring Break	No class	
11	Apr 11	Spring Break	No class	
12	Apr 18	Distribution (12) Retailing (13)	Chapter 11	Submit SG G,H, I
13	Apr 25	Online class	Chapter 12, 13	webclass
14	May 2	Online class	Chapter 14, 15	webclass
15	May 9	Integrated Marketing (14) Advertising (15)	Chapter 16	Submit SG J,K Submit Project 3
16	May 16	Last Day of Class Personal Selling (16)	Chapter 17	Submit SG L,M,N
	May 21-25	Cumulative 6-8PM	FINAL Exam	