

Diversity

Myles Bassell

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| Week | Date | Topics | Reading Assignments | Due |
|-------------|------------------|---|-----------------------------|-----------------------------------|
| 1 | Sept 5 Tues | Global Marketing (Chapter 1) Global Economic Environment (2) Marketing Plan | | |
| 2 | Sept 12 | Global Trade Environment (3) | Chapter 3 | Submit SG 1,2 |
| 3 | Sept 19 | Social & Cultural Environments (4) | Chapter 4 | Submit SG 3,4,5 |
| 4 | Sept 26 | Political & Regulatory Environments (5) Segmentation, Target, Positioning (7) | Chapter 5 | Submit Project 1 |
| 5 | Oct 3 | *****No Class Monday Schedule | *****No Class | ☺ |
| 6 | Oct 10 | Importing, Exporting, Sourcing (8) Global Information Systems (6) | Chapter 7 Chapter 8 | Submit SG 6,7,8 |
| 7 | Oct 17 | ***Midterm EXAM*** | Chapters 1,2,3,4,5,6,7,8 | Midterm Exam |
| 8 | Oct 24 | Global Market Entry Strategies (9) | Chapter 9 | |
| 9 | Oct 31 | Product and Brand Decisions (10) | Chapter 10 | Submit SG 9, 10 |
| 10 | Nov 7 | Pricing Decisions (11) | Chapter 11 | Submit SG 11,12 |
| 11 | Nov 14 | Channels of Distribution (12) | Chapter 12 | Submit Project 2 |
| 12 | Nov 21 | *****No Class | *****No Class | ☺ |
| | Nov 23 Nov 24 | Happy | Thanksgiving | ☺ |
| 13 | Nov 28 | Marketing Communications I (13) Marketing Communications II (14) | Chapter 13, 14 | Submit SG 13,14 |
| 14 | Dec 5 | Competitive Advantage (15) | Chapters 15 | Submit Project 3 |
| 15 | Dec 12 | Last Day of Class Leading & Organizing Mktg (16) | Chapter 16 | Submit SG 15,16 |
| | Dec | Dec 15 to 22 6-8PM Cumulative | FINAL Exams | |