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**MGT 371 – Marketing Management**

Teaching schedule

**Course Schedule**

**\*Course Schedule is subject to change**

|  |  |  |  |  | **Estimated Assignment Times** | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Summer Term Week** | **Fall or Spring Term Week** | **Session** | **Topics** | **Text Chapters** | **Read** | **Homework:**  **Answer Questions Assigned (all chapters)** | **Study:**  **Review Notes for Exams (all chapters)** |
| **1** | **1** | **1** | Defining Marketing for the New Realities | 1 | 1 | 1 | 1 |
| **2** | Defining Marketing for the New Realities | 1 | 1 | 1 | 1 |
| **2** | **3** | Developing Marketing Strategies and Plans | 2 | 1 | 1 | 1 |
| **4** | Developing Marketing Strategies and Plans | 2 | 1 | 1 | 1 |
| **3** | **5** | Collecting Information and Forecasting Demand | 3 | 1 | 1 | 1 |
| **2** | **6** | Collecting Information and Forecasting Demand | 3 | 1 | 1 | 1 |
| **4** | **7** | Conducting Marketing Research | 4 | 1 | 1 | 1 |
| **8** | Conducting Marketing Research | 4 | 1 | 1 | 1 |
| **2** | **5** | **9** | Creating Long-Term Loyalty Relationships | 5 | 1 | 1 | 1 |
| **10** | Creating Long-Term Loyalty Relationships | 5 | 1 | 1 | 1 |
| **3** | **6** | **11** | Analyzing Consumer Markets | 6 | 1 | 1 | 1 |
| **12** | Analyzing Consumer Markets | 6 | 1 | 1 | 1 |
| **7** | **13** | Analyzing Business Markets | 7 | 1 | 1 | 1 |
| **14** | Analyzing Business Markets | 7 | 1 | 1  Complete Preparation of Article Review | 1 |
| **8** | **15** | Tapping Global Markets | 8 | 1 | 1 | 1 |
|  | **16** | Tapping Global Markets | 8 | 1 | 1 | 1 |
| **4** | **9** | **17** | Identifying Market Segments and Targets | 9 | 1 | 1 | 1 |
| **18** | Identifying Market Segments and Targets | 9 | 1 | 1 | 1 |
| **10** | **19** | Crafting the Branding Position | 10 | 1 | 1 | 1 |
| **20** | Crafting the Branding Position | 10 | 1 | 1 | 1 |
| **5** | **11** | **21** | Creating Brand Equity | 11 | 1 | 1 | 1 |
| **22** | Creating Brand Equity | 11 | 1 | 1 | 1 |
| **12** | **23** | Addressing Competition and Driving Growth | 12 | 1 | 1 | 1 |
| **24** | Addressing Competition and Driving Growth | 12 | 1 | 1 | 1 |
| **13** | **25** | Setting Product Strategy | 13 | 1 | 1  Complete Team Projects | 1 |
| **6** | **26** | Setting Product Strategy | 13 | 1 | 1 | 1 |
| **14** | **27** | Designing and Managing Services | 14 | 1 | 1 | 1 |
| **28** | Designing and Managing Services | 14 | 1 | 1 | 1 |
| **15** | **29** | Introducing New Market Offerings | 15 | 1 | 1 | 1 |
| **30** | Introducing New Market Offerings | 15 | 1 | 1 | 1 |

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