

Preliminary Course Schedule Winter 2009-10

	<u>Date</u>	<u>Topic</u>	<u>In-Class</u>	<u>Assignments</u>	<u>Supporting Reading</u>
1.	Tuesday 1/5	Introduction	The Marketing Concept hand-out (web-site)		Putting the Customer First – Always Shedding the Commodity Mindset
2.	Friday 1/8	Marketing Math	<u>Marketing Math hand- out (web-site)</u> <u>Case: Bros Cord and Wire Company</u>	Consider case discussion questions	Basic Quantitative Analysis for Marketing
3.	Tuesday 1/12	Market Analysis	<u>Market Analysis hand- out (web-site)</u>	Break-Even Assignment due (web- site)	Customer Intimacy and other Value Disciplines Technical Note: Strategic Analysis, Opportunities, and Planning
4.	Friday 1/15	Segmentation, Targeting and Positioning	<u>McDonalds Discussion</u>		
5.	Tuesday 1/19	Segmentation, Targeting and Positioning	<u>Marketing Yourself-- Interviewing</u>	Datril Write-Up due (web-site)	
6.	Friday 1/22	Segmentation, Targeting and Positioning	<u>Datril Debrief</u>		A Segmentation You Can Act On Rediscovering Market Segmentation

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7.	Tuesday 1/26	Segmentation, Targeting and Positioning	<u>Segmentation, Targeting and Positioning hand-out (web-site)</u>		
8.	Friday 1/29	Segmentation, Targeting and Positioning	<u>Segmentation, Targeting and Positioning hand-out (web-site)</u>	Colgate Cannibalization Assignment (web-site)	Customer Profitability and Lifetime Value CRM Done Right
9.	Tuesday 2/2		<u>STP handout (cont.)</u> <u>Case: USIR</u>	Consider USIR case questions	
10.	Friday 2/5	Marketing Research, Consumer Behavior	<u>Calyx & Corolla Debrief</u>	Calyx & Corolla Write-up due	
11.	Tuesday 2/9	Marketing Research, Consumer Behavior	<u>TIVO Case (web-site)</u>	Consider TIVO case discussion questions	Marketing Research: What is Marketing Research
12.	Friday 2/12	Marketing Analysis	<u>TIVO Case (cont.)</u>		
13.	Tuesday 2/16	Product/Service	<u>TIVO Case (cont.)</u>	“You Pick” TIVO Product Design Write-up	
14.	Friday 2/19	Product/Service	<u>Designing and Branding hand-out (web-site)</u> <u>Read Apple iTunes case (web-site)</u>	Consider Apple case questions	Product Policy Discovering New Points of Differentiation

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15.	Tuesday 2/23	Product/Service	<u>Apple iTunes case</u> (cont.)	“You Pick” Apple Product Design Assignment	The New Appeal of Private Label The New Brand Report Card If Brands are Built over Years, Why are they Managed over Quarters?
16.	Friday 2/26	Pricing	<u>Pricing Strategy</u> <u>Hand-out (web-site)</u>	None	Note on Pricing Setting Value, Not Price
17.	Tuesday 3/2	Promotions	<u>Promotions Strategy</u> <u>Hand-out (web-site)</u>		”
18.	Friday 3/5	Integrated Marketing	<u>Unilever Brazil Case</u> <u>Set-Up</u> (case handed out in class)		“The Fortune at the Bottom of the Pyramid Rethinking Programs for Emerging Markets
19.	Tuesday 3/9	Integrated Marketing	<u>Unilever Brazil Case</u> <u>Final Exam Distributed</u> <u>in Class</u>	Unilever Brazil Case Write-Up Final Exam Distribution	
20.	Friday 3/12	Channels	<u>Invisalign Case</u> (web-site)	Consider Invisalign case questions	Strategic Issues in Distribution Make Your Dealers Your Partners
	Tuesday 3/16	Final Exam Due 5:00 PM			