

Start Date	Module	Read and Study Chapters	Topic	JetNet Activities	MyMktLab Activities	Due Date
9/6/17	Module 1	1	Welcome Begin Marketing	CH01A, CH01T	Vid1: Toms's Shoes Sim1: What is Marketing? Sim: Marketing Mix	(Week 2)  Late work is Deducted 50%. All Work is due by day 7, 11:55 PM
9/13/17	Module 1 cont'd.	1	Marketing cont'd.	CH01A, CH01T	Vid1: Toms's Shoes Sim1: What is Marketing? Sim: Marketing Mix	9/19/17
9/20/17	Module 2	2	Marketing Environment	CH02A, CH02T	Vid2: Monster Sim2: Marketing Environment Sim2: Global Marketing	9/26/17
9/27/17	Module 3	4	Market Research	CH04A, CH04T	Vid4: Go-Gurt Sim4: Market Research	10/3/17
10/4/17	Module 4	5,6	Data Mining, Consumer Behavior and B2B	CH05T CH06A, CH06T	Vid5: Snow Leonards Vid6: Eaton Sim6: B2B Sim6: Consumer Behavior	10/10/17
10/11/17	Module 5	7	Target Market	Ch07A, CH07T	Vid7: NutriSystem Sim7: Segmenting, Targeting, Positioning	10/17/17
10/18/17	Module 6	8, 9	Product: new Product: life cycle	CH08A, CH08T CH09T	Vid8: Honest Tea Sim8: New Product Development Vid9: Fiber One Sim9: Product Life Cycle	10/24/17
10/25/17	Module 7	10	Price	CH10A, CH10T	Vid10: General Electric Sim10: Pricing Sim10: Pricing Strategies	10/31/17
11/1/17	Module 8	11	Placement	CH11T	Vid11: Dunkin donuts Sim11: Supply Chain	11/7/17
11/8/17	Module 9	12	Placement	CH12A, CH12T	Vid12: UMPQUA Sim12: Service Marketing Sim 12: Online Marketing	11/14/17
11/15/17	Module 10	13, 14	Promotion	CH13A, CH13T CH14T	Vid13: Zappos Sim13: Advertising Vid14: Principal Financial Sim14: IMC	11/21/17
11/22/17			Thanksgiving Holiday			11/26/17
11/27/17	Module 11	3	Final Going forward...	Course Project		11/29/17

RED = Last date to submit late work