**MMA 801 S2021**

**Class Session Schedule**

**G. Bissonette**

**Session 1 – May 12, 2020**

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| **Agenda Item** | **Section 1 (Morning)** | **Section 2 (Afternoon)** |
| Framing the Course & Strategy Concepts | 8:30 am – 9:20 am | 1:00 pm – 1:50 pm |
| Disney+ Mini-case  Breakout Room Exercise | 9:20 am – 10:50 am | 1:50 pm – 3:20 pm |
| Disney+ Team Presentation  And Q&A | 10:50 am – 11:10 am | 3:20 pm – 3:40 pm |
| Strategy Debriefing | 11:10 am – 12:00 pm | 3:40 pm – 4:30 pm |

**Session 2 – May 13, 2020**

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| **Agenda Item** | **Section 1 (Morning)** | **Section 2 (Afternoon)** |
| Session 1 Review and Business Model Fundamentals | 8:30 am – 9:00 am | 1:00 pm – 1:30 pm |
| Roku Mini-case  Breakout Room Exercise | 9:00 am – 10:50 am | 1:30 pm – 3:20 pm |
| Roku – Team Presentation  And Q&A | 10:50 am – 11:10 am | 3:20 pm – 3:40 pm |
| Roku & Business Model Analysis – Debriefing | 11:10 am – 12:00 pm | 3:40 pm – 4:30 pm |

**Session 3 – May 14, 2020**

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| **Agenda Item** | **Section 1 (Morning)** | **Section 2 (Afternoon)** |
| Session 2 Review and Spotify Overview | 8:30 am – 9:00 am | 1:00 pm – 1:30 pm |
| Spotify Mini-case  Breakout Room Exercise | 9:00 am – 10:50 am | 1:30 pm – 3:20 pm |
| Spotify – Team Presentation  And Q&A | 10:50 am – 11:10 am | 3:20 pm – 3:40 pm |
| Spotify & Business Model Analysis – Debriefing | 11:10 am – 12:00 pm | 3:40 pm – 4:30 pm |

**Session 4 – May 15, 2020**

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| **Agenda Item** | **Section 1 (Morning)** | **Section 2 (Afternoon)** |
| Assignment #1 & #2 – Orientation | 8:30 am – 8:50 am | 1:00 pm – 1:20 pm |
| Marketing Fundamentals | 8:50 am – 9:50 am | 1:20 pm – 2:20 pm |
| Netflix Case – Breakout Room Exercise | 9:50 am – 11:30 am | 2:20 pm – 4:00 pm |
| Netflix – Team Presentation & Debriefing | 11:30 am – 12:00 pm | 4:00 pm – 4:30 pm |

**Session 5 – May 16, 2020**

There will be a breakout session on this day as well. It will be associated with Francis Silva’s guest speaker presentation. It is usually for about 40 minutes. **The time estimate is 10:45 to 11:20 am (Section 1) and 3:15 to 3:50 pm (Section 2).**