

Week	Date	Topic	
			Readings/Team Project/Exams
1	15-Jan Wed	Welcome Syllabus overview	Review Syllabus & Course Schedule Readings are always due before class starts Syllabus quiz due 1/22 by 11:59pm
2	20-Jan Mon	No class - Martin Luther King Jr holiday	
	22-Jan Wed	Marketing: Creating Customer Value and Engagement	Chapter 1 Dynamic Study Module Due 1/22 by 11:59pm
3	27-Jan Mon	Marketing: Creating Customer Value and Engagement	Chapter 1
	29-Jan Wed	Integrated Team Project Draft Day	
4	3-Feb Mon	Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	Chapter 2 Assignment due at start of class, Library Research and GenAI Tutorials
	5-Feb Wed	Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	Chapter 2 Quiz Due 2/6 by 11:59pm
5	10-Feb Mon	Analyzing the Marketing Environment	Chapter 3 (Not table 3.1) Quiz Due 2/11 by 11:59pm
	12-Feb Wed	Creating Competitive Advantage	Chapter 18 Dynamic Study Module Due 2/12 by 11:59pm
6	17-Feb Mon	Exam 1 (Chapters 1, 2, 3, 18)	
	19-Feb Wed	Managing Marketing Information to Gain Customer Insights	Chapter 4 Dynamic Study Module Due 2/19 by 11:59pm
7	24-Feb Mon	Consumer Markets and Buyer Behavior	Chapter 5 Quiz Due 2/25 by 11:59pm
	26-Feb Wed	Customer Value-Driven Marketing Strategy Phase 1 team project due Friday, Feb 28, 11:59pm	Chapter 7 Dynamic Study Module Due 2/26 by 11:59pm
8	3-Mar Mon	The Global Marketplace	Chapter 19 Dynamic Study Module Due 3/3 by 11:59pm
	5-Mar Wed	Exam 2 (Chapters 4, 5, 7, 19)	
9	10-Mar	Spring Break - no class	
	12-Mar	Spring Break - no class	
10	17-Mar Mon	Guest speaker No laptops	

	19-Mar Wed	Products, Services and Brands: Building Customer Value	Chapter 8 Quiz Due 3/20 by 11:59pm
11	24-Mar Mon	Developing New Products and Managing the Product Life Cycle	Chapter 9 Dynamic Study Module Due 3/24 by 11:59pm
	26-Mar Wed	Marketing Channels	Chapter 12 Quiz Due 3/27 by 11:59pm
12	31-Mar Mon	Pricing: Understanding and Capturing Customer Value	Chapter 10 Quiz Due 4/1 by 11:59pm
	2-Apr Wed	New Product and Mix Pricing	Chapter 11 (only sections 11.1 and 11.2)
13	7-Apr Mon	Exam 3 (Chapters 8, 9, 10, 11, 12)	
	9-Apr Wed	Guest speaker No laptops	
14	14-Apr Mon	Engaging Consumers and Communicating Customer Value	Chapter 14 Quiz Due 4/15 by 11:59pm
	16-Apr Wed	TBD Phase 2 team project due Friday, Apr 18, 11:59pm	
15	21-Apr Mon	Guest speaker No laptops	
	23-Apr Wed	Advertising and setting objectives	Chapter 15 (only 15.1 and 15.2)
16	28-Apr Mon	Financial Analytics in Marketing	Financial Analytics Assignment due 5/2 by 11:59pm
	30-Apr Wed	Inbound Marketing	
17	5-May Mon	Digital Marketing	Chapter 17 Quiz Due 5/6 by 11:59pm
	7-May Wed	Sustainable Marketing: Social Responsibility and Ethics	Chapter 20 Dynamic Study Module Due 5/7 by 11:59pm
		Exam 4 (chapters 14, 15, 17, 20, Inbound)	
	11:00am 2:00pm	MKTG 361 001 - Sage Cohort (Monday, May 12, 10:30am - 12:30pm, Berger auditorium) MKTG 361 002 - Silver Cohort (Friday, May 9, 1:00pm - 3:00pm, Berger auditorium)	