


MGMT211 – Spring 2018 – Planning Calendar

April 18						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
December 31	January 1	2	3	4	5	6
	Drop Dates: With Refund: 01-29-2018 No Grade/Audit: 02-12-2018 “W” grade: 04-16-2018					
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
Week 1: Introduce Course\Projects; Chpt 1: Overview of Mktg						
28	29	30	31	February 1	2	3
Week 2: Chpt 2: Strategic Planning; Chpt 3: Ethics						

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February 18						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
January 28	29	30	31	February 1	2	3
Week 2: Chpt 2: Strategic Planning; Chpt 3: Ethics						
4	5	6	7	8	9	10
Week 3: Chpt 4: Mktg Environment; Chpt 5: Global Vision					★ Project Proposal Due: 9:00 a.m. Blackboard	
11	12	13	14	15	16	17
Week 4: Test #1; Chpt 6: Consumer Decision Making		Test #1 (chpts 1 - 5)				
18	19	20	21	22	23	24
Week 5: Chpt 7: B2B Mkt; Chpt 8: Segmenting Markets					★ Market Segmentation Paper Due: 9:00 a.m. Blackboard	
25	26	27	28	March 1	2	3
Week 6: Chpt 9: Mkt. Research; Test #2				Test #2 (chpts 6-9)		


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March 18						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
February 25	26	27	28	March 1	2	3
Week 6: Chpt 9: Mkt. Research; Test #2				Test #2 (chpts 6-9)		
4	5	6	7	8	9	10
Week 7: Chpt 10: Product Concepts; Chpt 11: Develop Products						
11	12	13	14	15	16	17
Spring Recess						
18	19	20	21	22	23	24
Week 8: Chpt 12: Svcs & Non-Profit; Chpt 13: Supply Chain					 Mktng Plan Analysis And Strategy Due: 9:00 a.m. Blackboard	
25	26	27	28	29	30	31
Week 9: Chpt. 14: Retail; Test #3				Test #3 (chpts 10-14)		

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April 1	2	3	4	5	6	7
Week 10: Chpt 15: Communications; Chpt 16: Advertising						
8	9	10	11	12	13	14
Week 11: Advertising Samples Presentation	★ Advertising Samples Due: 9:00 a.m. Blackboard	Advertising Samples - Presentation				
15	16	17	18	19	20	21
Week 12: Chpt 17: Personal Selling; Chpt 18: Social Media	★ Marketing Plan Due: 9:00 a.m. Blackboard	Updated 4/11			★ Marketing Plan Tactics Due: 9:00 a.m. Blackboard	
22	23	24	25	26	27	28
Week 13: Elevator Pitch; Chpt 19: Pricing Concepts		Elevator Pitch				
29	30	May 1	2	3	4	5
Week 14: Marketing Plan Presentations	★ Marketing Plan Paper Due: 9:00 a.m. Blackboard	Marketing Plan Presentations				

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May 18						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April 29	30	May 1	2	3	4	5
Week 14: Marketing Plan Presentations	 Marketing Plan Paper Due: 9:00 a.m. Blackboard	Marketing Plan Presentations				
6	7	8	9	10	11	12
Week 15: Final Exam		Test #4 (chpts 15 - 19) 12:30 p.m. – 2:30 p.m.				
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	June 1	2