



MGMT211 – Fall 2017 – Planning Calendar

August 17

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
July 30	31	August 1	2	3	4	5
	Drop Dates: With Refund: 09-04-2017 No Grade/Audit: 09-18-2017 "W" grade: 11-13-2017					
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	September 1	2
Week 1: Introduce Course\Projects; Chpt 1: Overview of Mktg						


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September 17

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



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October 17

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


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November 17

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
October 29	30	31	November 1	2	3	4
Week 10: Chpt 15: Communications; Chpt 16: Advertising						
5	6	7	8	9	10	11
Week 11: Advertising Samples Presentation	 Advertising Samples Due: 9:00 a.m. Blackboard	Advertising Samples - Presentation				
12	13	14	15	16	17	18
Week 12: Chpt 17: Personal Selling; Chpt 18: Social Media						
19	20	21	22	23	24	25
Week 13: Elevator Pitch	 Marketing Plan Tactics Due: 9:00 a.m. Blackboard	Elevator Pitch	Thanksgiving – Wednesday no classes; Thursday through Sunday the College is closed			
26	27	28	29	30	December 1	2
Week 14: Chpt 19: Pricing Concepts						

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December 17

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