

EMBA 623 SP04: Marketing Management: TENTATIVE SCHEDULE *

Date/Day	Time	Topic(s)	Deliverable	Readings	Case Discussion
Jan 17th, 2004 Saturday	14:30- 16:15	Course Introduction Marketing Mngt. Overview		TB: CH.01 SR: "What is Marketing?"	
Jan 23rd, 2004 Friday	08:00- 09:45	Customer Value, Satisfaction and Relationships		TB: CH.03 SR: "Business Marketing; Understand What ..."	
Jan 23rd, 2004 Friday	10:00- 11:45	Strategic Market Planning - Situation Analysis - Marketing Plan	Case Preference	TB: CH.04 SR: "The Core Competence of the Corporation"	
Jan 31st, 2004 Saturday	12:30- 14:15	Competition - Competitive Forces & Industry Structure - Identifying and Analyzing Competitors		TB: CH.08 SR: "How Competitive Forces Shape Strategy"	
Feb 6th, 2004 Friday	10:00- 11:45	Buyer Behavior - Consumer Markets - Organizational /Business Markets	Project Preface	TB: CH.06 & CH.07 SR: "To Understand your Customer..."	
Feb 6th, 2004 Friday	12:30- 14:15	Segmentation - Identifying Market Segments - Selecting Target Markets	Assignment: Option 1	TB: CH.09 SR: How to Segment Industrial Markets?	
Feb 14th, 2004 Saturday	10:00- 11:45	Positioning - Differentiation - Positioning Strategies		TB: CH.10 SR: "Target Market Selection and Product Positioning"	"The New Beetle"
Feb 20th, 2004 Friday	10:00- 11:45	Products & Services - Product Mix, Product Line Decisions, NPD		TB: CH.11 SR: "Develop Customers before Products"	"Aqualisa Quartz: Simply a Better Shower"
Feb 28th 2004 Saturday	14:30- 16:15	Products & Services (contd...) - Branding - Services, Service Quality -Gap Model.		TB: CH.12 SR: "The Brand Report Card"	
Mar 20th, 2004 Saturday	10:00- 11:45	Pricing - Pricing Boundaries, Choosing the Prices, Pricing Strategies, Price Competitions	Assignment: Option 2	TB: CH.13 SR: "How do you know the Price is Right?"	"Marth Stewart Living Omnimedia (A)"
April 3rd, 2004 Saturday	14:30- 16:15	Promotions (IMC): - Advertising, Personal Selling, Sales Promotions, Public Relations, Direct Marketing.		TB: CH.16 & CH.17 SR: " Integrated Marketing Communications"	"Optical Distortion, Inc. (A)"
Apr.17th, 2004 Saturday	10:00- 11:45	Placement: - Marketing Channels, Channel Functions. - Channel Management & Dynamics		TB: CH.14 SR: "Going to the Market"	"Hewlett Packard CSO- Selling to Enterprise Customers"
Apr.23rd, 2004 Friday	12:30- 14:15	E-commerce - Business Models & Marketing Issues		TB: CH.02 SR: "The 10 Driving Principles of New Economy"	"Dell: Selling Directly, Globally "
Apr.23rd, 2004 Friday	14:30- 16:15	Course Wrap-up	Project Reports		

*We shall try to follow this schedule as closely as possible, however, in cases of uncertainty a change might be warranted. I shall try my best to keep you informed/updated of such changes.

** TB= Textbook, SR= Suggested Readings (available via online-library/course packet). Suggested Readings(SR) in BOLD are mandatory readings.

**EMBA 623: MARKETING MANAGEMENT
ONLINE TEST / QUIZ CONTENT & SCHEDULE**

(Each quiz contains 15 multiple-choice questions. All quizzes are OPEN-BOOK/NOTES)

Quiz No.	Date/Time Opens	Date/Time Closes	Included Content		
Practice Quiz	Jan 18 th , 2004 09:00am	-	Ch.01	"What is Marketing"	
1	Jan 24 th , 2004 09:00am	Jan 30 th , 2004 11:59pm	Ch.03 and Ch.04	"The Core Competence of the Corporation"	
2	Feb 1 st , 2004 09:00am	Feb 5 th , 2004 11:59pm	Ch.08	"How Competitive Forces Shape strategy?"	
3	Feb 7 th , 2004 09:00am	Feb 13 th , 2004 11:59pm	Ch.06 and Ch.07		"The New Beetle"
4	Feb 15 th , 2004 09:00am	Feb 19 th , 2004 11:59pm	Ch.09 and Ch.10	"How to Segment Industrial Markets?"	"Aqualisa Quartz: Simply a Better Shower"
5	Feb 29 th , 2004 09:00am	Mar 6 th , 2004 11:59pm	Ch.11 and Ch.12		"Martha Stewart Living Omnimedia(A)"
6	Mar 21 st , 2004 09:00am	Mar 26 th , 2004 11:59pm	Ch.13	"How do you know the Price is Right?"	"Optical Distortion, Inc. (A)"
7	Apr 4 th , 2004 09:00am	Apr 10 th , 2004 11:59pm	Ch.16 and Ch.17		"Hewlett Packard CSO- Selling to Enterprise Customers"
8	Apr 18 th , 2004 09:00am	Apr 22 nd , 2004 11:59pm	Ch.14		"Dell: Selling Directly, Globally"

Rules: Each quiz should be completed within 60min. Quiz once completed cannot be re-taken. No make-up quiz will be available. Your total quiz score will be the cumulative score of top 5 scores of Quiz 1 to 8. Quizzes cannot be taken before or after open/close schedule.