

## MKTG 471: Fall 2002 Tentative Class Schedule

Date	Day	Topic	Remarks
8/26/2002	Mon	Introduction	
8/28/2002	Wed	Intro To Course, Cases And Projects	
9/2/2002	Mon	*** Labor Day ***	
9/4/2002	Wed	Chapter 1	Due: Group Profiles
9/9/2002	Mon	Chapter 2 and Chapter 3	
9/11/2002	Wed	Topic: Sustainable Competitive Adv.	
9/16/2002	Mon	Chapter 3 / Topic: Core Competencies	
9/18/2002	Wed	Chapter 4	
9/23/2002	Mon	Comprehensive Case Discussion	Frito Lays Dips : Pg 107
9/25/2002	Wed	Case Rebuttal and Chapter 5	<b>Due: Project Profiles</b>
9/30/2002	Mon	Comprehensive Case Discussion	Proctor and Gamble: Scope
10/2/2002	Wed	Case Rebuttal and Chapter 6	
10/7/2002	Mon	Comprehensive Case Discussion	Cadbury Beverages: Crush brand
10/9/2002	Wed	Case Rebuttal and Mid Term Review	
10/15/2002	Tue	<b>Midterm Exam</b>	
10/16/2002	Wed	Project Meetings	<b>Due: Project Research</b>
10/21/2002	Mon	Project Meetings	<b>Due: Project Research</b>
10/23/2002	Wed	Chapter 7	
10/28/2002	Mon	Comprehensive Case Discussion	Dell Computer: Higher Edu Market
10/30/2002	Wed	Case Rebuttal and Chapter 8	
11/4/2002	Mon	Comprehensive Case Discussion	Southwest Airlines
11/6/2002	Wed	Case Rebuttal and Chapter 9	
11/11/2002	Mon	Comprehensive Case Discussion	Amazon.com: Book Wars
11/13/2002	Wed	Case Rebuttal and Chapter 10	
11/18/2002	Mon	Comprehensive Case Discussion	Pharmacia & Upjohn: Rogain
11/20/2002	Wed	Case Rebuttal	
11/25/2002	Mon	Project Presentations	
11/27/2002	Wed	Project Presentations	
12/2/2002	Mon	Project Presentations	
12/4/2002	Wed	Project Presentations / Review	
TBA		<b>Final Exam (Cumulative)</b>	