PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

PROF. STEPHEN M. RAPIER
MKTG 615.15
MARKETING MANAGEMENT
Spring 2013
Fridays
8:00 AM– 12:00 PM
MALIBU

SYLLABUS
Marketing Management  
MKTG 615.15  
Spring 2013  

Fridays, 8:00 AM – 12:00 PM  
Malibu Campus, Room U2  
Office Hours: 12:00 PM – 12:45 PM (By Appointment)  
Office #  
E-mail address: stephen.rapier@pepperdine.edu  
Cell Phone# (310) 403-8271  

Introduction  
This course examines multiple aspects of the environment relevant to the creation and distribution of goods and services, including global, ethical, social, legal, and regulatory issues. The case analyzes how buyer behavior, marketing research, and marketing information systems should both guide development and serve in achieving brand and customer relationship management goals. Also included is analysis of competitive assessment, positioning, and integrated marketing in marketing planning and program implementation. Emphasis is placed on the practical application of marketing concepts to business problems, both real and case derived.  

This course integrates theory with practice, providing a rich exchange of ideas useful for understanding the myriad of concepts that comprise the discipline of marketing.  

Student Learning Outcomes  
1. Define, understand and apply key marketing concepts, e.g. segmentation, positioning, targeting, marketing mix, etc.  
2. Analyze the organization’s current market situation (“micro and macro”)  
3. Develop and evaluate alternative marketing strategies  
4. Formulate a marketing plan with justifiable and actionable recommendations  
5. Present recommendations concisely and persuasively both orally and in writing  

Text and Course Materials  
Sakai

Please become familiar with the Sakai site for this class, as this is an integral component of the course. On Sakai, you will find periodic announcements, class schedule with due dates and activities, course resources, and the Power Point for each class session. In addition, assessments of selected readings are to be taken in Sakai/Tests & Quizzes. Scores for assignments, assessments, quizzes, group presentation, and final project will be available to you through Sakai as they are graded. Key areas include the following:

- Announcements
- Assignments
- Gradebook
- Messages
- Resources (Class PowerPoints, marketing tools, links, etc.)
- Schedule – Assignments, Changes, Due Dates
- Syllabus
- Tests/Quizzes (Online HBR case assessments)

Assignments not received by the final class may result in an incomplete. Incomplete assignments received after the last class may not receive the full grade possible for the assignment.

Email

All email communication will utilize your pepperdine.edu email address.

Name Cards

Please display a name card during the class

Grading – Total Possible Points: 100

Overall grading is based on:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Individual Case Assessments (4)</td>
<td>20%</td>
</tr>
<tr>
<td>Quizzes (4)</td>
<td>40%</td>
</tr>
<tr>
<td>E2B Project</td>
<td>30%</td>
</tr>
</tbody>
</table>

\[ \text{Total} = 70\% \text{ Individual} + 30\% \text{ Group} \]
<table>
<thead>
<tr>
<th>Final Grade</th>
<th>Total Points Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94.00-100</td>
</tr>
<tr>
<td>A-</td>
<td>90.00-93.99</td>
</tr>
<tr>
<td>B+</td>
<td>87.00-89.99</td>
</tr>
<tr>
<td>B</td>
<td>84.00-86.99</td>
</tr>
<tr>
<td>B-</td>
<td>80.00-83.99</td>
</tr>
<tr>
<td>C+</td>
<td>77.00-79.99</td>
</tr>
<tr>
<td>C</td>
<td>74.00-76.99</td>
</tr>
<tr>
<td>C-</td>
<td>70.00-73.99</td>
</tr>
<tr>
<td>D</td>
<td>60.00-69.99</td>
</tr>
<tr>
<td>F</td>
<td>Less than 60.00</td>
</tr>
</tbody>
</table>

A peer evaluation form is available on Sakai/Resources/Class 1. Please email me the completed form.

**Description of Class Components**

**Class Participation – 10 Points (10%)**

You are encouraged to engage in the class discussion and as a member of your group during exercises and the final project. My intent is to provide you with a comfortable environment in which to contribute ideas that will enrich the learning experience. To be "engaged" means your primary focus is on learning, that you are actively assimilating the concepts discussed in class, and you are ready to contribute as needed. The grading will be based on the following points assigned each class:

- 2.82-3.00 Points  “Outstanding” Exceeds Expectations – Actively engaged in the class discussions and group exercises.
- 2.70-2.81 Points  “Good” Meets Expectations – Regularly engaged in the class discussions and group exercises.
- 2.61-2.69 Points  “Average” Meets Minimum Expectations – Occasionally engaged in class discussion and group exercises.
- 0.00-2.60 Points  Does Not Meet Minimum Expectations – Not engaged in class discussions or group exercises.

**Individual Case Assessments – 20 Points (20%)**

Each student shall be assessed on the reading of four (4) *Harvard Business Review* cases. The case assessments ask a mix of true/false, and multiple choice questions specific to each case. The assessments are worth up to 5 points each. **Case assessments are accessible on Sakai/Tests & Quizzes.** They may be completed anytime beginning the first day of class up to 5 minutes before the start of class scheduled below. Please note that no late assessments will be accepted after the due date and that only one assessment per case will be allowed. It is recommended that you read each case thoroughly before completing the assessment. You may access the case while completing the assessment. **Please read the assessment instructions before starting.**


### Case Readings

<table>
<thead>
<tr>
<th>Case Readings</th>
<th>Individual Assignment</th>
<th>Date Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Can You Say Strategy HBR</td>
<td>Case Assessment</td>
<td>Week 4</td>
</tr>
<tr>
<td>2. Mountain Dew HBR</td>
<td>Case Assessment</td>
<td>Week 5</td>
</tr>
<tr>
<td>3. Montecito HBR</td>
<td>Case Assessment</td>
<td>Week 9</td>
</tr>
<tr>
<td>4. NutraSweet (A) HBR</td>
<td>Case Assessment</td>
<td>Week 12</td>
</tr>
</tbody>
</table>

### Quizzes – 40 Points (40%)

There will be four (4) quizzes. Each quiz will be administered closed book/laptop and will consist of multiple choice/yes-no/short answer questions. Each quiz is worth ten (10) points covering the reading assignments and lecture up to the day of the quiz. The make-up quiz may be taken during the next class. The quizzes will be administered on the dates indicated in the Schedule of Classes and as listed below.

<table>
<thead>
<tr>
<th>Quizzes</th>
<th>Points</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1</td>
<td>10</td>
<td>Week 3 (Make-Up Following Week)</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>10</td>
<td>Week 6 (Make-Up Following Week)</td>
</tr>
<tr>
<td>Quiz 3</td>
<td>10</td>
<td>Week 9 (Make-Up Following Week)</td>
</tr>
<tr>
<td>Quiz 4</td>
<td>10</td>
<td>Week 13 (Make-Up Following Week)</td>
</tr>
</tbody>
</table>

### Group Case Presentation – Counts toward Participation

Each group will make one presentation of an assigned case. The group case presentation will feature the group’s critical appraisal of the case, followed by a class exercise intended as a learning activity conveying the key concepts of the case.

For the class exercise, engage the class in an activity that conveys key concepts of the case. Previous class exercises have included mock game shows, group presentations, and role-playing. Plan on about an hour for your presentation and exercise. Please bring a copy of the PowerPoint presentation to class.
The cases and assignments are listed on the following table:

<table>
<thead>
<tr>
<th>Case Papers</th>
<th>Individual Assignment</th>
<th>Group Presentation</th>
<th>Date Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Can you Say What Your Strategy is? - HBR</td>
<td>Sakai Case Assessment</td>
<td>Team 1</td>
<td>Week 4</td>
</tr>
<tr>
<td>2. Mountain Dew – HBR</td>
<td>Sakai Case Assessment</td>
<td>Professor</td>
<td>Week 5</td>
</tr>
<tr>
<td>3. How to Pitch a Brilliant Idea</td>
<td>Read for Class Discussion</td>
<td>Team 2</td>
<td>Week 6</td>
</tr>
<tr>
<td>4. Montecito State College HBR</td>
<td>Sakai Case Assessment</td>
<td>Team 3</td>
<td>Week 9</td>
</tr>
<tr>
<td>5. Charles Schwab HBR</td>
<td>Read for Class Discussion</td>
<td>Team 4</td>
<td>Week 10</td>
</tr>
<tr>
<td>6. NutraSweet in China (A) HBR</td>
<td>Sakai Case Assessment</td>
<td>Team 5</td>
<td>Week 12</td>
</tr>
</tbody>
</table>

**E2B Marketing Plan Project – 30 Points**

Working close with industry executives, the class will conduct an E2B (http://bschool.pepperdine.edu/programs/e2b/) real-time case project for a pre-qualified organization. Student teams will work together to develop solutions for the company’s marketing challenge and present their recommendations in a marketing plan. The plan should demonstrate that the team has thoroughly researched the product/service, industry, and company, is knowledgeable of the concepts learned in the course and can apply them to develop a comprehensive marketing plan. Each team will prepare a written report and 20-minute oral presentation on their marketing plan. The reports may range from 25 to 45 pages, not including appendices. *This project will take considerable time and effort, so start early.*

During the first class, participants will form their own groups. **Groups must be no fewer than four (4) students and no more than six (6) for a total of not more than five (5) groups.** To enhance learning from a global perspective for all students, **equal distribution of International students among groups is required.** For more information on groups, please see Learning Teams on page 10.

- **Mid-Point Meeting – 3 Points**
- **Written Marketing Plan – 23 Points**
- **Final Presentation – 4 Points**
- **Total – 30 Points**

*Please read all of the documents contained within the E2B Project Folder on Sakai before the first class.* The key elements of the E2B project are:

**E2B Written Marketing Plan – 23 Points**

- The integrated marketing plan should use concepts and frameworks discussed in class and from class readings, with the final presentation communicating this effectively. The written report should act as a tactical guide directing the client through each step as they execute your strategy. The paper should sufficiently convey the group’s recommendations and comprise the following sections listed below and within the E2B Class Case Project on Sakai/Resources:
• Executive Summary
• Team Member Bios
• Organization Chart (Team Member Responsibilities)
• Table of Contents

1. Situation Analysis
   • Outline and background of company

2. Industry Analysis
   • Market Drivers – Principal external factors (macro-environmental) that have a positive or negative impact on the market
   • Market Trends – Identify macro-environmental factors that might influence purchase behavior of the market
   • Market Size and Growth

3. Customer Analysis
   • Market Demographics
   • Market Behaviors
   • Market Needs/Values/Decision Process
   • Market Segmentation

4. Competitive Analysis

5. SWOT Analysis

6. Financial Objectives (Tied to your Marketing Forecast Model)

7. Marketing Objectives (Awareness, perceptions, etc.)

8. Marketing Strategy
   • Target Market
   • Positioning Maps & Messaging Matrix
   • Marketing Mix
   • Product or Service Strategy
   • Pricing Strategy
   • Promotional Strategy (advertising, online, etc.)
   • Distribution

9. Financials
   • Sales Forecast (Marketing Forecast Model)

10. Implementation
    • Marketing Budget
    • Marketing Calendar (Promotional Schedule)

11. Appendix
    • Research
    • Supporting materials (media kits, articles, etc.)

Tool provided during class
**Mid-Point Presentation – 3 Points**

“The mid-point meeting provides each student team the opportunity to formally ‘check in’ with the project company executives on their work-in-progress. Each Student team will have 20 minutes to present followed by a 10 minute Q&A by the E2B client. Dress should be business professional. Men should wear suit (or jacket & slacks), tie, dress shoes. Women should wear suit (pantsuit, dress, or jacket & skirt/pants), dress shoes. In this presentation, each team will present individually to the management team. The team should adopt the role of consultant to the management team during the presentation. You should carefully rehearse and time your presentation to ensure that you remain within the 20-minute maximum. This rehearsal will enhance the professionalism and flow of your presentation.” Please submit a copy of your presentation to the professor as an Attachment on Sakai. For more information, please read the E2B Overview document on Sakai.

The presentation will be graded in terms of exceeding, meeting, or meeting minimal expectations with regards to the following criteria:

- Market Analysis, including SWOT, industry, and key competitors (2 Points)
- Initial Strategy (1 Point)

**Final Presentation – 4 Points**

“As with the mid-point presentation, each student team will have 20 minutes to present an executive summary of their recommended marketing plan. The presentation will again be followed by 10 minute Q&A by the E2B client. The key difference from the mid-point presentation is that all of the student teams will attend all of the presentations, so you will have the opportunity to see what your fellow classmates recommend and how it differs from your own team’s recommendations. The dress and presentation recommendations discussed for the mid-point presentation also apply to the final presentation.”

“As the company will have your detailed plan, you should emphasize the key recommendations of your plan that you believe are critical to success of the strategy and will make you stand out from the other teams. Almost always, these elements will include a description of the target market and positioning. The other elements will vary depending on the specific nature of the project and your recommendations. In this presentation, you should show how each of the pieces is integrated into the essential whole for the marketing plan. In other words, ensure your presentation is cohesive, showing linkages and using effective transitions. Wherever possible, you should briefly state/show the support or rationale for your ideas.” – E2B Overview.Tools.Instructions

The final presentation will be evaluated by the client and graded by the professor in terms of exceeding, meeting, or meeting minimal expectations with regards to the following criteria:

- Market Objectives, Target Market, Key Competitors, etc. (2 Points)
- Marketing Strategy, Messaging, Budget, Forecast, etc. (2 Points)

For more information, please read the E2B Overview.Tools.Instructions document on Sakai.
<table>
<thead>
<tr>
<th>Description</th>
<th>Due Date</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company Project Briefing:</strong> E2B client will give a one-hour brief to the class on their organization, current situation, and marketing challenge.</td>
<td>Week 2</td>
<td></td>
</tr>
<tr>
<td><strong>One-on-one Team Feedback Session:</strong> Teams will meet with the professor individually for 30 minutes. Please submit a written draft through Sakai of the initial sections of the marketing plan the week of the feedback sessions. Discussion to include feedback on the following sections of the marketing plan:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Current Marketing Situation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Market Summary, SWOT, Competitive Analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Initial Marketing Strategy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Based on the market summary analysis, be prepared to discuss your initial thoughts on your recommended strategy. Please review the document E2B Overview.Tools.Instructions on Sakai for further instructions prior to this session.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Mid-Point Meeting:</strong> Presentation of Situation Assessment and Marketing Strategy to Company Management – Each team will give a 20-minute presentation to the E2B client and professor, followed by a 10-minute Q&amp;A. Each team will be responsible for developing their agenda and handouts for the meeting. It is recommended that you highlight key insights from your situation assessment and “trial” your recommended marketing strategy (not tactics). Your team will receive verbal feedback during this meeting. This presentation should follow the guidelines outlined in the document E2B Overview.Tools.Instructions available on Sakai.</td>
<td>Week 7</td>
<td>3 points</td>
</tr>
<tr>
<td><strong>One-on-One Team Feedback Session:</strong> Teams will meet with the professor individually for 30 minutes. Discussion to include the following sections, along with revisions to the first draft sections.</td>
<td>Week 12</td>
<td></td>
</tr>
<tr>
<td>- Financial and Marketing Objectives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Marketing Strategy (Target market, positioning, marketing mix, and marketing research)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Financials (Budget requirements as outlined in project request)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final Written Marketing Plan Due:</strong> Each team will submit their final written marketing plan (all sections) to the professor via Sakai/Assignments/E2B Final Written Report. Please submit a copy via email to the E2B company contact.</td>
<td>Week 13</td>
<td>23 Points</td>
</tr>
<tr>
<td><strong>Marketing Plan Presentation:</strong> During the final class each team will have 20 minutes to present an executive summary of their marketing plan, followed by a 10-minute Q&amp;A. The E2B client will be attending to evaluate the presentation and provide feedback. Please bring printed copies of your PPT presentation and two (2) bound copies of your final report (one for the client and one for professor). This presentation should follow the guidelines outlined in the document E2B Overview.Tools.Instructions available on Sakai.</td>
<td>Week 14</td>
<td>4 points</td>
</tr>
</tbody>
</table>

*Please be sure to read and become familiar with the E2B documents on Sakai*
Learning Teams
During the first class session, students will self-select teams. Each team shall consist of between four (4) to six (6) members, representing no more than five (5) teams for the class. You will be completing all assigned team exercises and the E2B project with this team.

During team formation, a team name and group contact must be chosen. The team contact will be responsible for all communication with the E2B contact, as well as with the professor. This serves to simplify the communication process between the client, the professor, and the student teams. It also provides structure and organization so that the team acts as one in the direction taken.

Since you will be working very closely with your team members in an intense environment, make sure that you are with a team that is compatible with your needs and style. Carefully consider the following when choosing your team:

1. Personalities
2. Ambitions, ability levels, and work styles should be complementary to your own.
3. Logistics, such as school, work, and home locations and schedules.
4. Complementary business disciplines, i.e. marketing, finance, PowerPoint etc.

Areas of difficulty may arise when individuals employ different styles to achieve an objective. For instance, some individuals favor a collaborative environment, where each team member works together for the good of the team. This is in contrast to others who may prefer to take charge to get things done. This differs from those who may prefer a competitive approach, where out-performing others is the ultimate goal. Try to gauge complementary styles of potential teammates before joining a group.

Although every effort may be taken to mitigate the potential for disagreement, each team member must take full responsibility for the management of the team’s efforts. When disagreements occur, realize that this too is a learning experience.

If you experience a significant challenge in your group, politely but immediately request a move to a different group. Change requests can be made during the first two weeks of the course. Please note that moves are not guaranteed and are subject to group size limitations.

At the end of the class, each team member shall complete a confidential peer evaluation form available in Sakai/Class 1/Resources.

Attendance Policy
Given the volume of content covered in the class, as well as the pace of individual and group projects, generally no more than two (2) absences will be allowed. Given work schedules or personal needs, however, extraordinary circumstances may occasionally warrant an additional absence. Because of the amount of work demanded of each team during the class, an additional absence beyond the two allowed may be subject to approval by your team.
Conduct

This course may require electronic submission of essays, papers, or other written projects through the plagiarism detection service Turnitin (http://www.turnitin.com). Turnitin is an online plagiarism detection service that conducts textual similarity reviews of submitted papers. When papers are submitted to Turnitin, the service will retain a copy of the submitted work in the Turnitin database for the sole purpose of detecting plagiarism in future submitted works. Students retain copyright on their original course work. The use of Turnitin is subject to the Terms of Use agreement posted on the Turnitin.com website. You may request, in writing, to not have your papers submitted through Turnitin. If you choose to opt-out of the Turnitin submission process, you will need to provide additional research documentation and attach additional materials (to be clarified by the instructor) to help the instructor assess the originality of your work.

The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

- Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.
- Forgery, alteration, or misuse of University documents, records, or identification.
- Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.
- Interference with the academic or administrative process of the University or any of the approved activities.
- Otherwise unprotected behavior that disrupts the classroom environment.
- Theft or damage to property.
- Violation of civil or criminal codes of local, state, or federal governments.
- Unauthorized use of or entry into University facilities.
- Violation of any stated policies or regulations governing student relationships to the University.

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

**Dismissal** – separation of the student from the University on a permanent basis.
**Suspension** – separation of the student from the University for a specified length of time.
**Probation** – status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student’s privileges may accompany probation.”
Policy on Disabilities

_Assistance for Students with Disabilities_

The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: [http://www.pepperdine.edu/disabilityservices/](http://www.pepperdine.edu/disabilityservices/).
<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topics</th>
<th>Individual</th>
<th>Quizzes</th>
<th>Group Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 11</td>
<td>Introduction, Defining Marketing, Marketing Planning, Need - Motivation</td>
<td>Kotler – Chap 1, 2, 3</td>
<td></td>
<td>Form Groups</td>
</tr>
<tr>
<td>2</td>
<td>Jan 18</td>
<td>Values, Decision Process, Business Buying Behavior</td>
<td>Kotler – Chap 6, 7</td>
<td></td>
<td>E2B Company Briefing – 1 Hour Q&amp;A – 30 Minutes</td>
</tr>
<tr>
<td>3</td>
<td>Jan 25</td>
<td>Market Research Planning</td>
<td>Kotler – Chap 4, 5</td>
<td>Quiz 1 Covers Classes 1-2</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Feb 1</td>
<td>Competitive Analysis</td>
<td>Kotler – Chap 11</td>
<td>Make-Up Quiz 1</td>
<td>Group 1: Lead Discussion - <em>Can you Say What Your Strategy Is?</em></td>
</tr>
<tr>
<td>5</td>
<td>Feb 8</td>
<td>Market Segmentation, Creative, Discuss Mountain Dew Case</td>
<td>Kotler – Chap 8</td>
<td>Assessment Due: <em>Mountain Dew</em></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Feb 15</td>
<td>Read Case 3: <em>How to Pitch Brilliant Idea</em></td>
<td></td>
<td>Quiz 2 Covers Classes 3-5</td>
<td>Group Project: 30 Minute Feedback Sessions with Professor Group 2: Lead Discussion - <em>How to Pitch Brilliant Idea</em></td>
</tr>
<tr>
<td>7</td>
<td>Feb 22</td>
<td></td>
<td>Make-Up Quiz 2</td>
<td></td>
<td>MID-POINT: 20 Minute Individual Team Meetings with Company and Professor with 10 minute Q&amp;A</td>
</tr>
<tr>
<td>8</td>
<td>Mar 1</td>
<td>Note: No Break Between A &amp; B</td>
<td>Kotler – Chap 9, 10, 12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Topic</td>
<td>Reading Material</td>
<td>Assignment Due</td>
<td>Group Lead</td>
</tr>
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<tr>
<td>9</td>
<td>Mar 8</td>
<td>Integrated Marketing, Advertising, PR, Marketing Budgeting</td>
<td>Kotler – Chap 17, 18</td>
<td>Assessment Due: Montecito State College</td>
<td>Quiz 3 Covers Classes 6-8</td>
</tr>
<tr>
<td>10</td>
<td>Mar 15</td>
<td>Integrated Marketing, Cont.</td>
<td>Kotler – Chap 20</td>
<td></td>
<td>Make-Up Quiz 3</td>
</tr>
<tr>
<td>11</td>
<td>Mar 22</td>
<td>Goals &amp; Measurement, New Products, Price Strategy</td>
<td>Kotler – Chap 13, 14, 15</td>
<td></td>
<td>Individual:</td>
</tr>
<tr>
<td>12</td>
<td>Mar 29</td>
<td>Global Markets</td>
<td>Kotler – Chap 19, 21</td>
<td>Assessment Due: NutraSweet (A)</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Apr 5</td>
<td>The Marketing Department Ethics and Social Responsibility</td>
<td>Kotler – Chap 16, 22</td>
<td>Quiz 4 Covers Classes 9-12</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Apr 12</td>
<td>Final Presentation to Company</td>
<td></td>
<td>Make-Up Quiz 4</td>
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