




Additional readings may be assigned throughout the semester so be sure to record assignments given during class. Readings, forms, the syllabus, slide presentations and a copy of this schedule are found at the class website: <http://www.fashionintelligence.org/cua-marketing-management>.

- **Highlighted items** are the deliverables due on that date. Readings which should be completed by a class date are not highlighted but listed both on this handout and on the class website.
-  indicates that your electronics must be stowed away throughout class time. Otherwise, electronics are only to be used as directed by the instructor. For most classes, you will need access to on-line content for discussions. It is recommended that note-taking be completed on paper.

Class #1/ Monday, January 8, Orientation and Introductions/ Explanation of Brand Studies

Class #2 / Wednesday, January 10

Electronics Honor Statement and Data Card due (hard copies to be handed to instructor in class).

Marketing: Creating and Capturing Customer Value

Readings to have completed by class today:

- Chapter 1, A&K
- Article: Why Do So Many People Go Crazy for Wegmans? <http://www.adweek.com/brand-marketing/why-do-so-many-people-go-crazy-wegmans-169396/>

NO CLASS / Monday, January 15, M.L. King Day

Class #3 / Wednesday, January 17

General Business Ethics

Readings to have completed by class today:

- *A Catechism for Business: Tough Ethical Questions and Insights from Catholic Teaching, General Questions, pages 1-35. (Bring in the book, A Catechism for Business)*
- *Wegmans Among Businesses Putting CST to Good Use* (reading in class; prepare to have access to this article while in class. <http://www.ncregister.com/daily-news/wegmans-among-businesses-putting-catholic-social-teaching-to-good-use>)

Class #4 / Monday, January 22

Defining a Market Oriented Mission / Brand Work Begins

Readings to have completed by class today:

- Chapter 2, pages 36-54, A&K
- Explore website on mission of Disney Corporation: <https://thewaltdisneycompany.com/about/>

Class #5 / Wednesday, January 24

Topic for Semester Research Project / Submit form on line at <http://www.fashionintelligence.org/mm-semester-research-submission>


Managing the Marketing Effort

Readings to have completed by class today:

- Chapter 2, pages 54-59, A&K
- Article: Chick-Fil-A's Raving Fans' Growth Strategy, <https://www.forbes.com/sites/scottdavis/2013/12/16/chick-fil-as-raving-fans-growth-strategy/#55c416d51fb5>



Class #6 / Monday, January 29

TEST #1  (The slides will give you direction on what to study in the A&K Text and the Catechism; Review all videos, articles, and websites.)


Class #7 / Wednesday January 31

Analyzing the Marketing Environment/Brand Work


Readings to have completed by class today:

- Chapters 3 and 4, A&K
 - Article: *Four Strategic Mistakes That Haunt Sears*, <https://www.forbes.com/sites/panosmourdukoutas/2015/06/10/four-strategic-mistakes-that-haunt-sears/#1bfb245262a4>
 - Become familiar with Sears: <http://www.sears.com/>
- Also: Review the Score Sheet for the Brand Presentations.**


Class #8 / Monday, February 5

Brand Presentations begin today. Send your visuals and handout (with bibliography on back to warrenms@cua.edu before the start of class today. Stowe away your electronics. 

Class #9 / Wednesday, February 7

Brand Presentations continue. 

Class #10 / Monday, February 12

Brand Presentations continue. 

Class #11 / Wednesday, February 14

Sources for Semester Research Project due as PDF by the start of class to warrenms@cua.edu.

Ethics of Marketing/Small Group Sharing of Findings from Semester Research Project (You will both give and get feedback.)

Readings to have completed by class today:

- *A Catechism for Business: Tough Ethical Questions and Insights from Catholic Teaching, Marketing, pages 81-106.* (Bring in the book, *A Catechism for Business*)
- **Be sure to come to this class with ready access to your research project.**

Class #12 / Tuesday, February 20

Understanding Consumer Behavior / Customer-Driven Marketing Strategy

Readings to have completed by class today:

- Article: *Consumption and the Self-Concept*, *Journal of Media and Culture* <http://journal.media-culture.org.au/0210/Pettigrew.php>
- Chapter 6, A&K
- Become familiar with the brands of P&G at <https://us.pg.com/>, deduce the customer segment/s of at least 6 brands.



Class #13 / Wednesday, February 21

Products, Services, and Brands

Readings to have completed by class today:

- Chapter 7 of A&K
- Article: Millennials and the “Reverse” Branding Trend
<https://www.forbes.com/sites/forbescommunicationscouncil/2017/12/06/millennials-and-the-reverse-branding-trend/#28fbc1f74896>
- Explore the website of Landor at <https://landor.com/>, especially the profile on BP <https://landor.com/work/bp>

Class #14 / Monday, February 26

New Product Development/Product Life Cycle

Readings to have completed by class today:

- Chapter 8, A&K
- Article: Successful Product Development – Unique, Coherent, and Rare
<https://www.forbes.com/sites/boozandcompany/2013/07/29/successful-product-development-unique-coherent-and-rare/#4c423a4f684c>

Class #15 / Wednesday, February 28

Pricing / Small Group Sharing of Findings from Semester Research Project (You will both give and get feedback.)

Readings to have completed by class today:

- Chapter 9, A&K
- Article: The Psychology Behind the Sweet Spots of Pricing <https://www.fastcompany.com/1826172/psychology-behind-sweet-spots-pricing>
- **Be sure to come to this class with ready access to your research project.**

NO CLASS / SPRING BREAK, March 5 and March 7

Class #16 / Monday, March 12

Market Channels

Readings to have completed by class today:

- Chapter 10, A&K
- Article: Netflix Product Innovation VP: ‘Every Subscriber is a Different Channel, so we Have 53 Million Channels’
<https://www.forbes.com/sites/avaseave/2014/11/11/netflix-product-innovation-vp-every-subscriber-is-a-different-channel-so-we-have-53-million-channels/#16e8231a4d60>
- Article: Why Netflix is one the Most Innovative Companies of 2017 <https://www.fastcompany.com/3067462/why-netflix-is-one-of-the-most-innovative-companies-of-2017>

Class #17 / Wednesday, March 14

Ethics / Group Work


Readings to have completed by today:

- Chapter 16, A&K
- Article: Nutella Maker May Settle Deceptive Ad Lawsuit for \$3 Million
<https://www.npr.org/sections/thesalt/2012/04/26/151454929/nutella-maker-may-settle-deceptive-ad-lawsuit-for-3-million>



Marketing Management, M.S. Warren
Class #18 / Monday, March 19

Spring, 2018 Calendar

TEST #2.  (The slides will give you direction on what to study in the A&K Text and the Catechism; Review all videos, articles, and websites.)

Class #19 / Wednesday, March 21

Retailing and Wholesaling / Small Group Sharing of Findings from Semester Research Project (You will both give and get feedback.)

Readings to have completed by today:

- Chapter 11, A&K
- Explore the McDonald's Corporation Website. <https://www.mcdonalds.com/us/en-us.html>
- Then, seek out the sites of other "fast food" restaurants, particularly Five Guys <http://www.fiveguys.com/> Be prepared to discuss how these chains position themselves relative to each other.
- **Be sure to come to this class with ready access to your research project.**

Class #20 / Monday, March 26

Engaging Consumers and Communicating Customer Value

Readings to have completed by today:

- Chapter 12, A&K
- What do Tony the Tiger, Toucan Sam, the Pillsbury Doughboy, and the Jolly Green Giant (among others) have in Common? (Researched by today)
- Explore the websites www.adage.com and www.adweek.com

Class #21 / Wednesday, March 28

Adfest / Group Work

Readings to have completed by today:

- Article: *The Elements of an Effective Cause Marketing Campaign* <https://hbr.org/2016/02/the-elements-of-an-effective-cause-marketing-campaign>

NO CLASS / EASTER MONDAY, Monday, April 2

Class #22 / Wednesday, April 4

Personal Selling and Sales Promotion

Readings to have completed by today:

- Chapter 13 of A&K
- LinkedIn Believes All Great Salespeople Should Have This One Trait <https://www.forbes.com/sites/heathermorgan/2017/09/26/linkedin-believes-all-great-salespeople-should-have-this-one-trait/#27b2e4b42eba>

Class #23 / Monday, April 9

Direct, Online, Social Media, And Mobile Marketing

Readings to have completed by today:

- Chapter 14 of A&K
- Article: *What are the Best Social Media Campaigns of 2017?* <https://www.quora.com/What-are-the-best-social-media-campaigns-of-2017>



Class #24 / Wednesday, April 11

**Develop a Marketing Plan in Class /Small Group Sharing of Findings from Semester Research Project
(You will both give and get feedback.)**

Readings to have completed by today:

- *Pages 557-567 of A&K*

Class #25 / Monday, April 16

Semester Research Project Presentations / Submit visuals and handout with bibliography on back to warrenms@cua.edu by the start of class today.

Class #26 / Wednesday, April 18

Semester Research Project Presentations

Class #27 / Monday, April 23

Semester Research Project Presentations

NO CLASS / Wednesday April 25

TEST #3, FINAL EXAM DAY ____ / ____ / **18**