

Course Dates: 2/9/2026 - 5/22/2026 coursework can't be accepted after the course ends

WEEK	DUE	FOCUS	READING	ASSIGNMENT DUE
1	2/15	Introduction	Read the Welcome Module & Syllabus	Indicate that you read the Syllabus Introduction Forum Post Syllabus and Welcome Quiz Commercial Assignment
1	2/15	Module 1	Chapters 1 & 2	Indicate you read Chapters 1 & 2 Chapter 1 Quiz
2	2/22	Chapter 1: Overview of Marketing Chapter 2: Developing Marketing Strategies and a Marketing Plan		Chapter 2 Quiz Module 1 Project Discussion
3	3/1	Module 2	Chapters 3 & 4	Indicate you read Chapters 3 & 4 Chapter 3 Quiz
4	3/8	Chapter 3: Digital Marketing: Online, Social, and Mobile Chapter 4: Conscious Marketing, Corporate Social Responsibility and Ethics		Chapter 4 Quiz Module 2 Project Discussion

5	3/15	Module 3	Chapters 5 & 6	Indicate you read Chapters 5 & 6 Chapter 5 Quiz
6	3/22	Chapter 5: Analyzing the Marketing Environment Chapter 6: Consumer Behavior		Chapter 6 Quiz Module 3 Project Discussion
7				Spring Break 3/23 - 3/27
8	4/5	Module 4	Chapters 7 & 8	Indicate you read Chapters 7 & 8 Chapter 7 Quiz
9	4/12	Chapter 7: Business-to-Business Marketing Chapter 8: Global Marketing		Chapter 8 Quiz Module 4 Project Discussion
10	4/19	Module 5	Chapters 9 & 10	Indicate you read Chapters 9 & 10 Chapter 9 Quiz
11	4/26	Chapter 9: Segmentation, Targeting, and Positioning Chapter 10: Marketing Research and Analytics		Chapter 10 Quiz Module 5 Project Discussion

12	5/3	Module 6	Chapters 11 & 12	Indicate you read Chapters 11 & 12 Chapter 11 Quiz
13	5/17	Chapter 11: Product, Branding, and Packaging Decisions Chapter 12: Developing New Products		Chapter 12 Quiz Module 6 Project Case Study: Data 3-4 Page Paper Discussion
14	5/23	Module 7	Chapters 13, 14 & 18	Indicate you read Chapters 13, 14 & 18
15		Chapter 13: Services the Intangible Product Chapter 14: Pricing Concepts for Capturing Value Chapter 18: Advertising, Public Relations, and Sales Promotions		Complete the project, record your video presenting it, and post to the discussion.
16	5/23	Final Exam		Study and Review for the Final End of Class Discussion Final Exam Module 1-7 End-of-Class Survey

			Grade Weights	Reading 5% Quizzes 30% Project 35% Discussion 15% Final Exam 15%
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