

MARK 4325.001 International Marketing**Fall 2017****Course Schedule** (Modifications may be made, depending on how we proceed.)

Date	Day	Primary Topic
24-Aug	Thurs	Syllabus Discussion
29-Aug	Tue	Introduction to International Marketing
31-Aug	Thurs	KPMG Report
5-Sep	Tue	Globalization and Related Issues
7-Sep	Thurs	Quiz 1 ; National Culture
12-Sep	Tue	National Culture
14-Sep	Thurs	<i>Group Exercise # 1</i>
19-Sep	Tue	Market Research
21-Sep	Thurs	Market Research
26-Sep	Tue	Quiz 2 ; Segmentation
28-Sep	Thurs	SWOT Analysis
3-Oct	Tue	<i>Group Exercise # 2</i>
5-Oct	Thurs	Exam Review
10-Oct	Tue	EXAM 1
12-Oct	Thurs	Product
17-Oct	Tue	Product
19-Oct	Thurs	Quiz 3 ; Channels
24-Oct	Tue	Promotions
26-Oct	Thurs	Promotions
31-Oct	Tue	<i>Group Exercise # 3</i>
2-Nov	Thurs	Pricing
7-Nov	Tue	TBA
9-Nov	Thurs	TBA
14-Nov	Tue	Quiz 4 ; Pricing
16-Nov	Thurs	Exam Review
21-Nov	Tue	EXAM 2
23-Nov	Thurs	THANKSGIVING HOLIDAY- NO CLASS
28-Nov	Tue	Quiz 5 ; Special Topics
30-Nov	Thurs	<i>Group Exercise # 5</i>
5-Dec	Tue	Exam Review
14-Dec	Thurs	EXAM 3: 8:00am - 10:30am