

COURSE SCHEDULE : Any schedule changes will be announced in class.

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
1. 1/4	Course Introduction	
2. 1/6	Introduction to The Marketing Game-I	READ: The Marketing Game! Chapters 1, 2, 3, 5, and Appendix A
3. 1/11	Introduction to The Marketing Game-II <i>TMG! Practice Round:</i>	READ: TMG! Chapter 7, <i>First Decisions Due.</i>
4. 1/13	Marketing Strategy & Analysis	
5. 1/18	INDIVIDUAL Case Analysis <i>TMG! Practice Round:</i>	CASE*: Southwest Airlines[#] <i>Second Decisions Due.</i>
6. 1/20	Marketing Analysis & Case	<i>TMG! Mission/Vision Statement Due</i>
7. 1/25	Marketing Strategy <i>TMG Real Round:</i>	Business Article Presentations (2) (LEVEL 3) First Year Decisions Due
8. 1/27	Marketing Strategy	Business Article Presentations (2) TMG! Strategy Statement Due
9. 2/1	Investor Pitch <i>TMG Real Round</i>	Stock Purchase Form Due Second Year Decisions
10. 2/3	CASE #1 Presentation	CASE: Cumberland Metal
11. 2/8	TMG! Quiz <i>TMG Real Round</i>	Third Year Decisions Due
12. 2/10	CASE #2 Presentation	CASE: Optical Distortion

13. 2/15	TMG! Strategy Review <i>TMG!:</i>	Fourth Year Decisions Due
14. 2/17	Case #3 Presentation	CASE: Starbucks
15. 2/22	Marketing Strategy <i>TMG!:</i>	Business Article Presentation (2) Fifth Year Decisions Due
16. 2/24	Case #4 Presentation	CASE: Biopure
17. 3/1	Marketing Strategy <i>TMG!:</i>	Business Articles Presentations (2) Sixth Year Decisions Due
18. 3/3	TMG! PRESENTATIONS	
19. 3/8	TMG! Wrap-up Lecture	
20. 3/10	Individual Case #2 Write-up	CASE: Ford Motor Co. @ Learning Achievement Memo Due

Legend:

All Cases from **CASE PACKET (purchase from Harvard Web Site):*

Course link: <http://cb.hbsp.harvard.edu/cb/access/7777103>

*#SWA-Case – Individual Analysis Write-up to be handed in at start of class session.
Format: Maximum=1 page text of your recommendations and reasoning, and Max of 2 pages of Appendices.*

*@Ford-Case – Individual write-up to be handed in at start of class session.
Format: TBD.*