MKTG 303 – Fall 2021
Principles of Marketing

Professor: Heon (Leo) Jung, Ph. D.
Email: hjung20@gmu.edu
Class Time: Monday/Wednesday 09:00 AM ~ 10:15 AM
Office: #628, GMU Korea Building
Office Hours: By Appointment, Monday/Wednesday 12:00 PM ~ 13:00 PM

Course Description

MKTG 303 examines marketing principles and practices for analyzing, creating, delivering, capturing, and communicating value to customers. Focuses on managing customer relationships using market-driven strategies, particularly segmentation, targeting, and positioning. The role of customer satisfaction in achieving organizational objectives and ethical decision making in a global economy are also emphasized.

This course relies upon lectures and marketing case discussions. During the case discussions students will assume instructors, and will facilitate discussions. The learning from the assigned term project named ‘Your Marketing Plan’ will give students weapons that practical marketing managers may need.

GMU School of Business Undergraduate Program Learning Goals

Goal 1: Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.

Goal 2: Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

Goal 3: Our students will demonstrate technical and analytic skills appropriate for success in business.

Goal 4: Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.

Goal 5: Our students will demonstrate knowledge and skills appropriate for specialization in their majors.

Goal 6: Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.
MKTG 303 Student Learning Outcomes

Upon completion of this course, students will be able to:

1. Describe the meaning of the basic marketing terminology.
2. Establish a marketing strategy based on the understanding of strategic marketing planning processes.
3. Describe competitive, economic, political, legal, regulatory, technological, and sociological forces in the marketing environment.
4. Select target markets and design the marketing mixes to satisfy needs of customers in the target markets.
5. Segment consumer markets by utilizing segmentation variables such as demographic variables, geographic variables, psychographic variables, and behavioristic variables.

I will manage this course utilizing action learning approaches (e.g., case discussions, role-plays, and the flipped classes) in addition to the traditional lecture-based teaching method.

Successful action learning requires major investments in time and efforts. Students need to prepare case discussions. Students should think over assigned cases and be prepared to contribute in the case discussions.

Course Materials

1. Textbook: Grewal and Levy: Marketing, 7th Edition; McGraw-Hill Education. Materials from this book will be particularly helpful for those students who want to obtain additional learning on some course topics.


3. Marketing articles: I have created a course on the MKTG 303 Blackboard where you can download and print most of the course materials. Please bring a copy of relevant articles with you to each class. Case Discussions are held virtually using Group Collaborate Tools in the course Blackboard, if the instruction mode is online. Even though in the in-person instruction mode, the Blackboard can be utilized effectively, if needed.
Evaluation

Suitable evaluations of your performance during the semester are essential to intensify your learning. The Leo’s Learning Triangle for the higher education consists of lectures, case discussions, quizzes, midterm exam, and final examination. Lectures supply you the basic theories, terminologies, and perspectives for the principles of marketing. To support the learning triangle, I have designed case discussions as cornerstones of the learning process. The case discussions will give you insights how to apply the marketing theories in the real-world problem solving.

Case discussions (150 points).

The active-learning nature of this course requires your proactive participation and willingness to share your insight with other students. I will consider your effective comments in the case discussions as a measure for the proactive participation. I will adopt flipped classes for the case discussions. I will divide this class into small discussion groups, if needed. A facilitator will be designated for each case discussion group in advance. As an assumed instructor for the case discussions, the facilitator should prepare her or his instruction plan for managing the case discussion. The mission of facilitators is to induce active participation of students in his or her discussion group. So, the role of a facilitator as an assumed instructor is very important to derive meaningful results from case discussions. I will give facilitators excellent individual points if they meet some requirements. I will post evaluation results of the case discussions on the MKTG 303 Blackboard regularly.

<table>
<thead>
<tr>
<th>Score</th>
<th>Evaluation Criteria for Case discussions</th>
</tr>
</thead>
<tbody>
<tr>
<td>150</td>
<td>Excellent: Constructively participates in the case discussions; consistently demonstrates insight by making statements that add value to the case discussions. The number of quality adjusted comments for this criterion will be guided in the class.</td>
</tr>
<tr>
<td>120</td>
<td>Good: Effectively participates in the case discussions. The quality adjusted number of comments for good points will be informed to students in advance.</td>
</tr>
<tr>
<td>100</td>
<td>Normal: Normally participates in the case discussions. The numbers of participation for normal points will be informed to students in advance.</td>
</tr>
<tr>
<td>80</td>
<td>Poor: Occasionally be unengaged in the specific case discussions; is disruptive and distracting in the discussions. The quality adjusted number of comments for poor score will be informed to students in advance.</td>
</tr>
<tr>
<td>0</td>
<td>Fail: Is unengaged or fails to participate in the specific case discussions. The student does not attend the case discussions.</td>
</tr>
</tbody>
</table>

(Remark: The point for a case discussion will be calculated by total number of cases)

Facilitators of each group should upload their instruction plans before their designated case discussion date. The due date for instruction plans may change based on the modality of the classes. Other students in the discussion groups should prepare their answers about questions of their facilitators in advance. Bring the textbook and your notes about cases to the case discussions for ensuring active participations. Due to the pandemic situation, some discussions might be accomplished via online. I will give students guide how to accomplish case discussions via online.
The Self-Testing Quizzes (50 points).

The quizzes are designed for enforcing your understanding of the contents learned in the lectures. After lectures, I will upload the quiz for the previous lectures in Assignment of MKTG 303 Blackboard as a homework. You can take the quizzes by yourself several times till you get perfect score for the quizzes.

Attendance for lectures (50 points).

Lectures are basis for your understanding about principles of marketing. Lectures also give you weapons for solving real-world marketing issues. I will give assigned points to students who participate lecture classes on time. For online lecture classes, I will check the activity of students in the Blackboard. If students watch online lecture videos till 11:59 p.m. on the specific online class day, I will give attendance points to the students for the online lecture class. If you are ill, or quarantined, contact me before the specific class. I will give you alternative ways to make up missed lecture classes.

Mid-Term (100 points) and Final Examination (100 points).

Exams will consist of multiple-choice questions, fill-in-the-blank questions, and essay-type questions. The exams will cover the contents discussed in the lectures, case discussions, and materials provided in the classes. In the online instruction mode, the exams will be taken using Respondus Lockdown Browser and Monitor.

Your Marketing Plan (250 points)

Each student will create a written marketing plan (PPT file), and provide presentations to the class about her or his marketing plan. This assignment is specifically designed to make you familiar to real-world marketing tasks. You may select your familial products or create new products. For the evaluation of your plan, I will design the special evaluation process which utilize a shadow financial market. Details will be guided during the class.

Guidelines

This section briefly describes each of the elements of the ‘Your Marketing Plan’:

Cover Page

This part shows title of the presentation, presentation dates, and the name of a student.

Executive Summary

This part shows essence of the entire marketing plan. The executive summary essentially tells the reader why he or she is reading this marketing plan. It may suggest possible actions to take in response to the information the plan contains.

Company Overview

This section provides a brief description of the company you assumed working as a marketer. It can be real company, or fictitious company which you set up. This section includes perhaps the company’s mission statements, background, and competitive advantage.

Marketing Objectives/Goals
This section offers more specifics such as market share target, sales revenue/volume target, and customer acquisition target. You may describe what does the company want to achieve with this particular marketing plan.

**Situation (SWOT) Analysis**
A situation analysis generally relies on SWOT considerations. Describe assessment of the organization’s strength, weakness, opportunities, and threats.

**STP (Segmentation, Targeting and Positioning) Strategies**
The analysis proceeds by assessing the market in which the company functions, the products it currently offers or plans to offer in the future, and the characteristics of current or potential customer. Specifications of the company’s target market and segmentation strategy. This is one of most important parts for your marketing plan. Choose suitable segmentation variables, and divide your overall customers based on the segmentation variables. You may decide targeting strategy after segmenting your customers, and choose your target market. Positioning of your products or brand in your customer’s mind will be appeared here.

**Marketing (4 P) Strategies**
Outline of how the company will serve its segmented and targeted customers based on Products, Price, Place, and Promotion decisions. The marketing strategy should be very specific, especially if the plan pertains to a stable product in a familiar market. The strategies may be somewhat open, if a firm plans to enter a new market with an innovative product.

**Financial Projections**
On the basis of the knowledge already obtained, the marketing plan should provide possible development and returns on the marketing investments outlined in the marketing (4P) strategy.

**Implementation Plans**
Outline of how the company will implement its marketing strategies. This portion of the marketing plan includes marketing organization which will implement the marketing plan, the time table for implementing 4P strategies.

**Evaluation and Control Metrics**
The firm must have a means of assessing the marketing plan’s recommendations; the marketing plan therefore must indicate the methods for undertaking this assessment, whether quantitatively or qualitatively, i.e., explanation of how the company will evaluate the performance of the implemented marketing plan. You may set some key performance indices for the upcoming years after implementing your marketing plan.

**Conclusion**
In this section, students can emphasize un-touched assertions and generate the value of your marketing plan as a punch line for the audience (instructor and students in the class).

**Presentations (Two-phase presentations)**
Students have two opportunities of selling their marketing plans to students and the
instructor in the investment rounds. I will create investment rounds for enhancing involvement of students in the presentation classes. Each student will participate as an assumed investor (a retail investor) in the investment rounds. The presentation will be held virtually in the online instructional mode.

**Phase 1: STP (Segmenting, Targeting, and Positioning) strategies of Your Marketing Plan**

The first presentation titled ‘STP strategies of Your Marketing Plan’ shall encompass company overview, marketing objectives/goals, situational (SWOT) analysis, and mainly STP strategies. I will give students some comments after presentations to support their final marketing plans, if needed. I will not evaluate this presentation.

**Phase 2: Your Marketing Plan**

The final presentation titled ‘Your Marketing Plan’ shall encompass executive summary, the core of STP strategies again, marketing (4P) strategies, financial projections (optional), implementation plan, evaluation and control metrics, and conclusion. I will grade your whole marketing plan based on the final presentation of Your Marketing Plan.

**Investment Rounds for Your Marketing Plan**

The shadow financial market will be created with retail investors (students) and the instructor. Students will invest their endowment (shadow money) to the other students’ marketing plans. This learning opportunity will give students the chance to understand decisions of real-world marketers. Details will be guided in the class. Your Marketing Plan will be evaluated based on the quality of your plan and the ranking of the money which you receive in the investment rounds from the institutional investor (instructor).

**Grading**

I take grading seriously and I assign grades with care and thought. In general, the more proactive you are in dealing with your coursework, the less of a likelihood there will be of a grade “problem” or surprise. Attendance with active participation in the case discussions is critical to the overall performance.

**Grading Scale:**

<table>
<thead>
<tr>
<th>Letter</th>
<th>Grade Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>671~700</td>
</tr>
<tr>
<td>A</td>
<td>641~670</td>
</tr>
<tr>
<td>A-</td>
<td>611~640</td>
</tr>
<tr>
<td>B+</td>
<td>581~610</td>
</tr>
<tr>
<td>B</td>
<td>551~580</td>
</tr>
<tr>
<td>B-</td>
<td>521~550</td>
</tr>
<tr>
<td>C+</td>
<td>491~520</td>
</tr>
<tr>
<td>C</td>
<td>461~490</td>
</tr>
<tr>
<td>D</td>
<td>421~460</td>
</tr>
<tr>
<td>F</td>
<td>Below 420</td>
</tr>
</tbody>
</table>
**Appointments and E-Mail**

I strongly urge you to contact me to ask questions, clarify assignments, or obtain additional help via online or face to face meeting. It is best to contact me via e-mail to ask a question or to make an in-person appointment.

**Class Etiquette**

MKTG 303 is a “meaningful and joyful space”, which means we commit to: (1) Making our class a welcoming, open space for everyone; (2) Being aware of our prejudices and insecurities and how our words affect others; (3) Providing room for each of us to explore our own identities; (4) Allowing others to define their own identities and to speak for themselves; (5) Respecting the privacy of others by maintaining confidentiality.

**Electronic Devices**

Cell phones, laptops, tablets, etc. must remain on silence and be stowed away from your desk during the in-person class. Use of electronic devices is disrespectful to the professor and to your classmates. Use of them during lecture or class exercises will negatively impact your participation points. Students who choose to use electronic devices may be asked to leave the class at my discretion. An exception to this policy will be occasional situations in which computers are necessary for class exercises.

**Lateness, Absences, and Make-up Exams**

**Lateness:** Lateness is disruptive and disrespectful to both me and to your fellow students. Every effort should be made to be in class on time and ready for the topics of the day. In addition, I would prefer that the desks nearest the door be left open for late students so that they may easily find a seat with minimum disruption to the class. In the online instruction mode, some classes are held asynchronously. I will inform students of the attendance check in the online classes in advance.

**Absences:** If you miss a class, I strongly suggest that you also ask a classmate for his/her notes, as it is likely that key points will be brought up in classes and may not be captured on the other method.

**Make-up Exams:** Make-up examinations will not be given unless a student has a university-validated excuses. You should notice your excuses in advance of the examination.

**Disability Accommodations**

Disability Services at George Mason University Korea is committed to providing equitable access to learning opportunities for all students by upholding the laws that ensure equal treatment of people with disabilities. If you are seeking accommodations for this class, please first visit [https://masonkorea.gmu.edu/resources-and-services/disability-services](https://masonkorea.gmu.edu/resources-and-services/disability-services) for detailed information about the Disability Services. Then please discuss your approved accommodations with me.
**Diversity and Inclusion**

Mason Korea, an intentionally inclusive community, promotes and maintains an equitable and just work and learning environment. We welcome and value individuals and their differences including race, economic status, gender expression and identity, sex, sexual orientation, ethnicity, national origin, first language, religion, age, and disability.

**Academic Integrity & Title IX**

It is expected that students adhere to the George Mason University Honor Code as it relates to integrity regarding coursework and grades. The Honor Code reads as follows: “To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this Honor Code: Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.” More information about the Honor Code, including definitions of cheating, lying, and plagiarism, can be found on the Committee of Academic Integrity’s website at [http://masonkorea.gmu.edu/mkaa/cai](http://masonkorea.gmu.edu/mkaa/cai).

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking: As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason Korea’s Deputy Title IX Coordinator pursuant to University Policy 1202 and 1412. If you would like to speak confidentially with the Mason Korea counselor, please see [https://masonkorea.gmu.edu/resources-and-services/counseling-and-wellness](https://masonkorea.gmu.edu/resources-and-services/counseling-and-wellness) for more information. For more information about what Title IX is, please see [https://masonkorea.gmu.edu/resources-and-services/title-ix](https://masonkorea.gmu.edu/resources-and-services/title-ix).
Special Syllabus Supplement for the Pandemic (COVID): Fall 2021

In the interest of everyone’s safety, students and faculty must follow these guidelines during the semester. This regulation may be changed based on the pandemic situation.

1. Use the basement entrance to enter and exit Mason’s building. Your temperature will be screened each time you enter the building. Allow additional time before class to complete the entrance screening procedure. Carry your student ID card with you at all times and be ready to show it when you enter and exit the building. Do not prop doors or let others enter the building through doors on the ground floor.

2. Wear a face mask at all times. Remain 6 feet apart from others. Clean your seat and desk space with disinfectant wipes before you begin class. Use hand sanitizer regularly, and avoid shaking hands or other forms of physical contact. Do not share pens, pencils or other personal items. Limit your use of the elevators, and use stairs to travel between floors of the building. Students are expected to purchase their own masks for personal use. Disinfectant wipes and hand sanitizer will be available in each classroom.

3. Classrooms are marked to indicate appropriate seating to allow for social distancing. Only sit in allowable seats, and maintain current set-up of classroom furniture. If you are asked to re-arrange classroom furniture by your professor for in-class exercises, return furniture to its original position when you are finished.

4. Observe these rules at all times during the class period and while in Mason’s building or other public areas of the campus. This includes during class breaks, in small group work (in or out of class), meetings with your professors during office hours, tutoring sessions at the Academic Resource Center, socializing in common areas, or any other activities on campus.

5. Make sure windows and doors remain open during the class period to promote circulation of outside air. Classrooms without windows have mechanical systems that vent air, but doors should be kept open at all times.

6. The safest option for studying is to study alone in your dorm room or at home. If you must study in the building, alone or in groups, observe these rules at all times.

7. All faculty and students must abide by these rules in the classroom. If you see others who are not observing the rules outside the classroom, you may report this to your instructor, student affairs or academic affairs.

8. Do not enter the Mason building or come to class if you have symptoms such as fever, chills, sore throat, persistent cough, shortness of breath or other respiratory difficulties. If you must miss class for this reason, send an email immediately to the professor prior to the beginning of class. You will not be penalized for missing class for this reason, but you may be asked to provide documentation that you sought medical diagnosis or treatment. You are responsible for making up any missed assignments or tests as a result of your absence.

9. Students who come to class with visible signs of illness will be asked to leave the classroom immediately and seek assistance from the IGC Health Clinic. Faculty will report your name and symptoms to the Office of Student Affairs (mksa@gmu.edu) to confirm that you have sought medical assistance.

10. Failure to comply with any of these guidelines may result in disciplinary action through the Student Code of Conduct.
Course Schedule

Please note that the schedule and class formats (face to face, online, and hybrid) are subject to change. Adjustments will be discussed throughout the semester.

Aug 23 – Week 1, Monday
Topic(s): Syllabus Review
Presentation: Instructor
Assignment:
• Required reading: Textbook Chapter 1, 2

Aug 25 – Week 1, Wednesday
Topic(s): Overview of Marketing / Developing Marketing Strategies and a Marketing Plan
Lecture 01: Chapter 1, Chapter 2 (start)
Assignment:
• Required reading: Textbook Chapter 2, 3

Aug 30 – Week 2, Monday
Topic(s): Developing Marketing Strategies and a Marketing Plan / Digital Marketing
Lecture 02: Chapter 2 (finish), Chapter 3
Assignment:
• Case 01: KIND Bars for a Kinder World (Chapter 1 Case)
• Case 02: Images, Sales, Brands: How Red Bull uses various Digital and Social Media Techniques to achieve all its objective (Chapter 3 Case)
• Quiz 1 for Chapter 1~3

Sep 1 – Week 2, Wednesday
Topic(s): Discussion for Case 01, 02
Facilitator: Students
Assignment:
• Required reading: Textbook Chapter 4, 5

Sep 6 – Week 3, Monday
Topic(s): Conscious Marketing / Analyzing the Marketing Environment
Lecture 03: Chapter 4, Chapter 5
Assignment:
• Case 03: DAILY TABLE (Chapter 4 Case)
• Case 04: The rise of the Electric Car (Chapter 5 Case)

Sep 8 – Week 3, Wednesday
Topic(s): Discussion for Case 03, 04
Facilitator: Students
Assignment:
• Required reading: Textbook Chapter 6, 7
**Sep 13 – Week 4, Monday**
Topic(s): Consumer Behavior / Business-To-Business Marketing
Lecture 04: Chapter 6, Chapter 7
Assignment:
- Review “Creating the Marketing Plan: Chapter 2”

**Sep 15 – Week 4, Wednesday**
Topic(s): How to design Your Marketing Plan
Facilitator: Instructor
Assignment:
- Idea Generation for Your Marketing Plan

**Sep 20 – Week 5, Monday**
Topic(s): Harvest Moon Festival (No Classes)

**Sep 22 – Week 5, Wednesday**
Topic(s): Harvest Moon Festival (No Classes)
Assignment:
- Required reading: Textbook Chapter 8, Chapter 9

**Sep 27 – Week 6, Monday**
Topic(s): Global Marketing / Segmentation, Targeting, and Positioning
Lecture 05: Chapter 8, Chapter 9
Assignment:
- Case 05: Battle of the Titans (Chapter 6 Case)
- Case 06: MCDONALD’S - A Global Giant (Chapter 8 Case)
- Quiz 2 for Chapter 4~9

**Sep 29 – Week 6, Wednesday**
Topic(s): Discussion for Case 05, 06
Facilitator: Students
Assignment:
- Prepare Mid-term Exam
- Study Chapter 1~9

**Oct 4 – Week 7, Monday**
Topic(s): National Foundation Day – Alternative Holiday (No Classes)
Assignment:
- Prepare Mid-term Exam
- Study Chapter 1~9

**Oct 6 – Week 7, Wednesday**
Topic(s): Mid-term Exam
Facilitator: Instructor
Assignment:
• Develop STP Strategies of Your Marketing Plan

**Oct 11 – Week 8, Monday**
Topic(s): Hangeul Day – Alternative Holiday (No Classes)
Assignment:
  • Required reading: Textbook Chapter 10, 11
  • Develop STP Strategies of Your Marketing Plan

**Oct 13 – Week 8, Wednesday**
Topic(s): Marketing Research / Product, Branding, and Packaging Decisions
Lecture 06: Chapter 10, Chapter 11
Assignment:
  • Create STP Strategies of Your Marketing Plan (finalize and upload PPT file for presentation)
  • Prepare presentation for STP Strategies of Your Marketing Plan
  • Quiz 3 for Chapter 10~11

**Oct 18 – Week 9, Monday**
Topic(s): STP Strategies of Your Marketing Plan I
Presentation: Students
Assignment:
  • Prepare presentation for STP Strategies of Your Marketing Plan

**Oct 20 – Week 9, Wednesday**
Topic(s): STP Strategies of Your Marketing Plan II
Presentation: Students
Assignment:
  • Prepare presentation for STP Strategies of Your Marketing Plan

**Oct 25 – Week 10, Monday**
Topic(s): STP Strategies of Your Marketing Plan III
Presentation: Students
Assignment:
  • Prepare presentation for STP Strategies of Your Marketing Plan

**Oct 27 – Week 10, Wednesday**
Topic(s): STP Strategies of Your Marketing Plan IV
Presentation: Students
Assignment:
  • Required reading: Textbook Chapter 12, 13

**Nov 1 – Week 11, Monday**
Topic(s): Developing New Products / Services
Lecture 07: Chapter 12, Chapter 13
Assignment:
Nov 3 – Week 11, Wednesday
Topic(s): Pricing Concepts for Capturing Value / Strategic Pricing Methods and Tactics
Lecture 08: Chapter 14, Chapter 15
Assignment:
  • Required reading: Textbook Chapter 16, 17
  • Quiz 4 for Chapter 12–15

Nov 8 – Week 12, Monday
Topic(s): Supply Chain and Channel Management / Retailing and Omnichannel Marketing
Lecture 09: Chapter 16, Chapter 17
Assignment:
  • Required reading: Textbook Chapter 18–20

Nov 10 – Week 12, Wednesday
Topic(s): IMC / Advertising, PR, and Sales Promotion / Personal Selling
Lecture 10: Chapter 18–20
Assignment:
  • Case 07: Planet Fitness: Pricing for Success (Chapter 14 Case)
  • Case 08: Taking IMC to the Max: PEPSI Max and Modern Communications (Chapter 18 Case)
  • Quiz 5 for Chapter 16–20

Nov 15 – Week 13, Monday
Topic(s): Discussion for Case 07, 08
Facilitator: Students
Assignment:
  • Prepare Mid-term Exam
  • Study Chapter 10–20

Nov 17 – Week 13, Wednesday
Topic(s): Final Exam
Instructor: Deliver Test Papers
Assignment:
  • Writing: Complete Your Marketing Plan

Nov 22 – Week 14, Monday
Topic(s): Create Your Marketing Plan
Facilitator: Students (Self Study)
Assignment:
  • Writing: Complete Your Marketing Plan

Nov 24 – Week 14, Wednesday
Topic(s): Pitch Your Marketing Plan 1
Presentation: Students for Day 1
Decisions: Invest Your Money (Students)

Nov 29 – Week 15, Monday
Topic(s): Pitch Your Marketing Plan 2
Presentation: Students for Day 2
Decisions: Invest Your Money (Students)

Dec 1 – Week 15, Wednesday
Topic(s): Pitch Your Marketing Plan 3
Presentation: Students for Day 3
Decisions: Invest Your Money (Students)

Dec 6 – Week 16, Monday
Topic(s): Pitch Your Marketing Plan 4
Presentation: Students for Day 4
Decisions: Invest Your Money (Students)

Dec 7 – Week 16, Tuesday
Topic(s): Pitch Your Marketing Plan 5
Presentation: Students for Day 5
Decisions: Invest Your Money (Students)

Dec 8 – Week 16, Wednesday
Topic(s): Summing Up - Investment Round (Instructor Only)
Preparation: Instructor

Dec 13 – Week 17, Monday
Topic(s): Course Performance Review (Instructor Only)
Preparation: Instructor

Dec 15 – Week 17, Wednesday
Topic(s): Grades Conferral
Preparation: Instructor