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Office: Haas F502M

Office Hours: Thursdays, 2:30-4:00pm in F502M

Required Custom Textbook: UGBA10 Principles of Business Fall 2018, Pearson Custom Business Resources

Required Study.Net® Reader Articles: #5, 6 and 7

Dates: Sept 24 – Oct 12; Review Session Oct 10, 8-10 pm Dwinelle 155

Module GSI Subject Matter Experts: Jose Becerra & Rohan Kapuria

Lecture

#	Date	Topic	Assigned Reading BEFORE that day's lecture	
			Page #	Chapter Subheadings
1	Mon, 9/24	Marketing & Understanding Customers	2016 Version: 258-268 2018 Version: 148-158	"Creative Customer Value & Engagement" thru "The Societal Marketing Concept"
2	Wed, 9/26	Driving Customer Behavior	2016 Version: 268-290 2018 Version: 158-180	"Preparing an Integrated Marketing Plan" thru "Key Terms"
3	Fri, 9/28	Strategy Sets the Context	2016 Version: 300-312 2018 Version: 190-202	"Company & Marketing Strategy" thru "Partnering with Others"
4	Mon, 10/1	Marketing Strategy & Planning	2016 Version: 312-330 2018 Version: 202-220	"Marketing Strategy & the Marketing Mix" thru "Glossary"
5	Wed, 10/3	Conducting Primary Customer Research	2016 Version: 334-365 2018 Version: 224-255	"Managing Marketing Information" thru "Key Terms"
6	Fri, 10/5	The Challenge of Brand Relevance	Study.Net Reader Article #7 - "Diet Coke Sales Overtake Classic CocaCola," Marketing Week , 7/16/18	
7	Mon, 10/8	NETFLIX GUEST SPEAKER: Adrien Lanusse, VP Consumer Insights		
8	Wed, 10/10	Managing a Portfolio of Brands	Study.Net articles #5, 6, and 7 to illustrate key brand architecture concepts	
9	Fri, 10/12	Module Exam		

Discussion Section

Week of	Discussion Topics	Assigned Reading BEFORE Section
9/24	<ul style="list-style-type: none"> Review Module 1 Exam Discuss Marvel Worldwide SWOT & Value Proposition 	Study.Net Reader Article #6 – "Marvel Rules the Universe," Fast Company , 4/17/17
10/1	<ul style="list-style-type: none"> Discuss Netflix Positioning 	Study.Net Reader #5 - "Inside the Binge Factory: How Netflix Swallowed the TV Industry," Vulture , 6/10/18
10/8	<ul style="list-style-type: none"> Discuss Brand Architecture Prep for Module 2 Exam Review Session Wednesday, 10/10/18 	Use Study.Net articles #5, 6, and 7 to illustrate key brand architecture concepts