

Sport Marketing

SPM3306

Class # 21775

3 Credits | Spring 2024

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Course Information

INSTRUCTOR **Tae Hoon Lee**
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Email: taehoonlee@ufl.edu
Preferred Method of Contact: UF Email
Expect a response within 24 hours M – F, 48 hours after 4pm Fri, and 48 hours on Sat or Sun.

OFFICE HOURS Tuesday and Wednesday from 10:00 AM to 12:00 PM or by appointment.

MEETING M/W/F 1:55 PM – 2:45 PM
TIME/LOCATION FLG 0265

COURSE DESCRIPTION

This course offers a comprehensive introduction to fundamental sports marketing concepts with an emphasis on the marketing mix, consumer behavior, segmentation, positioning, strategic planning, and creating marketing plans. The course aims to develop crucial marketing analysis skills and improve managerial decision-making.

PREREQUISITE KNOWLEDGE AND SKILLS

SPM 2000 & MAR 3023 with minimum grades of C.

RECOMMENDED MATERIALS

- **Recommended Textbook:** Dees, W., Walsh, P., McEvoy, C. D., McKelvey, S., Mullin, B. J., Hardy, S., & Sutton, W. A. Sport Marketing (5th edition), Champaign, IL: Human Kinetics. ISBN: 978-1492594628
- This book is available via UF All Access (a lower-cost option for UF students). Go to <https://www.bsd.ufl.edu/allaccess> - or see PDF with instructions on how to do this on Canvas.
- Other materials will be provided through Canvas

COURSE FORMAT

- **Instructional Methods:** Instructional methods may vary from day-to-day. Provided below are examples of normal class activities.
 - ✓ **Lectures** – Introducing key concepts and theories relevant to that day’s topic.
 - ✓ **Review Activities** – Aimed at getting the students thinking by connecting to the previous lecture. May include multiple choice questions or short answer questions.
 - ✓ **Breakout Group Activities** – Applying concepts and theories from that week’s topic to their final marketing plan project.
 - ✓ **Current Sport Issues Presentation** – Students will present recent sport issues (10 minutes) that are related to that week’s topics (or sport in general) and will lead the discussion about those issues (5 minutes). The total presentation should be a minimum of 15 minutes; anything less will result in a deduction of 20% from the assignment’s total points.
- **Minimum Technology Requirements:** The University of Florida expects students to acquire computer hardware and software appropriate to his or her degree program. Technology will be an important component of this course. Please bring your smartphone, laptop, tablet, or other smart device with you to class. Be sure that these devices are charged and connected to the internet (UF Wifi networks include: *eduroam* and *ufgetonline*), they will be utilized as a part of regular class activities.
- **Minimum Technical Skills:** To complete your tasks in this course, you will need a basic understanding of how to operate a computer, and how to use word processing software.

COURSE LEARNING OBJECTIVES:

SPM 3306 will introduce students to the application of principles of sport marketing. The function of the course is to offer students with an up-to-date understanding of sport marketing concepts as they are currently being applied in various sport management contexts. In addition, it is intended to provide a foundation for those students who plan to do advanced study and work in marketing, consumer behavior and related fields.

Learning objectives	Method	Learning outcomes
Identify key sport marketing concepts and theories that underline sport marketing processes	Warm-up Activities, Bi-Weekly Quizzes, Exams	Acquire in depth knowledge of material applicable in the sport marketing field
Discuss the nature and scope of opportunities in the sport industry	Breakout Group Activities, Current Sport Issues Presentation	Understand the nature and opportunities in sport industry and develop the ability to communicate one’s argument logically
Analyze and criticize the current sport marketing issues and strategies	Current Sport Issues Presentation, Marketing Plan	Critical thinking and presentation skills
Create a sport marketing plan	Marketing Plan	Presentation skills and marketing plan creation knowledge

Course & University Policies

ATTENDANCE POLICY

Attendance is graded in this course. Please see *Assignments and Grading* for more information on how attendance and class participation are assessed.

- Absences will not be excused, except for extreme circumstances. If an extreme circumstance comes up (family emergency, etc.) you must communicate with me **PRIOR** to the class(es) being missed and **submit relevant documentation**. In such a case, a make-up assignment will be given.

MAKE-UP POLICY

- A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (<https://care.dso.ufl.edu/instructor-notifications/>). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO.
- Acceptable reasons for an absence or failure to engage in class include:
 - ✓ Documented illness, Title IX-related situations, serious accidents or emergencies affecting the student, their roommates, or their family, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions that prevent class participation, religious holidays, participation in official university activities (e.g., music performances, athletic competition, debate), and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., job interview or club activity) might be deemed acceptable if approved by the instructor.
 - ✓ For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible prior to the class.
 - ✓ For all unplanned absences because of accidents or emergencies, students should contact their instructor as soon as conditions permit.
 - ✓ The university recognizes the right of the instructor to make attendance mandatory and require documentation for absences (except for religious holidays), missed work, or inability to fully engage in class. After due warning, an instructor can prohibit further attendance and subsequently assign a failing grade for excessive absences.
- The ticket number received from the Help Desk when the problem was reported to them should accompany any requests for make-ups due to technical issues. The ticket number will document the time and date of the problem. You **MUST** e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

PERSONAL CONDUCT POLICY

Students are expected to exhibit behaviors that reflect highly upon themselves and our University. Outline for them exactly what that means in the context of your course. UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor.

Professional behaviors are expected from all students. This includes respect and consideration for the ideas and beliefs expressed by all students. It is important for students to practice civil discourse as uncomfortable or challenging topics unfold in the classroom or online. Please use respectful language in person and through email correspondence.

ASSIGNMENTS GUIDELINES

- Assignments must be typed and double-spaced, using 12-point font, Times New Roman, and 1-inch margins. If applicable, upload assignments to CANVAS using Word and following **APA guidelines** (https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html). Points are deducted if appropriate grammar, spelling, punctuation, and sentence structure are not used. Proofread all assignments. Include citations if you are citing someone else’s work.
- Technology problems are not acceptable excuses for late assignments or missed exams.
- Submission late by 24 hours will lose 30% of the assignment’s total points. Any work later than that will lose 50% of the points.
- Refer to the Course Schedule and/or Canvas for assignment due dates.

ACCOMMODATING STUDENTS WITH DISABILITIES

- Accommodating students with disabilities is very important to me. If you are aware of your disability or might be concerned you have a disability, please register with the Disability Resource Center by visiting their Get Started page at <https://disability.ufl.edu/students/get-started/>, call them at 352-392-8565, online <https://accessibility.ufl.edu/>, or visit the Dean of Students Office. Once registered, please visit with me or send me an email during the first two weeks of class to provide me with a copy of your accommodation letter to ensure I fully understand your needs. It is my goal to provide you with the tools necessary to ensure you are successful in the classroom.

COURSE EVALUATIONS

- Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

CHANGING NAME DISPLAY IN CANAVAS

- It is important to the learning environment that you feel welcome and safe in this class and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed in class, if your name and pronouns are not reflected by your UF-rostered name.
- You may also change your “Display Name” in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

IN-CLASS RECORDINGS

- Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.
- A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, and clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, and exams), field trips, and private conversations between students in the class or between a student and the faculty or lecturer during a class session.
- Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”

COVID-19

- In response to COVID-19, the following practices are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of our neighbors, our loved ones, and ourselves.
- If you are not vaccinated, the University recommends you get vaccinated. Vaccines are readily available at no cost and have been demonstrated to be safe and effective against the COVID-19 virus.
 - ✓ If you are sick, stay home and self-quarantine. Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161.
 - ✓ Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.

Getting Help

STUDENT SUPPORT

- **U Matter, We Care:** If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575.
- **Counseling and Wellness Center:** <https://counseling.ufl.edu/>, 352-392-1575.
- **Sexual Assault Recovery Services (SARS):** Student Health Care Center, 392-1161.
- **University Police Department:** 392-1111 (or 911 for emergencies) <http://www.police.ufl.edu/> .
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need or visit shcc.ufl.edu.
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

ACADEMIC SUPPORT

- **E-learning Technical Support:** UF HELP Desk - 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>
- **Career Connections Center, Reitz Union:** 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- **Library Support:** <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- **Teaching Center, Broward Hall:** 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- **Writing Studio, 302 Tigert Hall:** 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- **Student Complaints On-Campus:** <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- **On-Line Students Complaints:** <http://distance.ufl.edu/student-complaint-process/>

Assignments and Grading

ASSIGNMENT WEIGHTS

The table below provides an outline of all the course assignment weights.

Category	Assignment	Percent of Grade
Participation	Class participation	5.0
Sub total		5.0
Assignment	Current sport issues presentation	10.0
	Discussion boards	10.0
Sub total		20.0
Exam & Quiz	Exam 1	15.0
	Exam 2	15.0
	Bi-weekly quizzes	15.0
Sub total		45.0
Marketing plan	Group activities	5.0
	Written marketing plan	15.0
	Marketing plan presentation	10.0
Sub total		30.0
Total		100.0%

ASSIGNMENT DESCRIPTIONS

- **Attendance:**
 - ✓ **Students will have two free absences** without a point reduction. **Students will have 50 points deducted off their final grade for each class missed after two free absences.** Instructor will randomly check the attendance. Arriving to class after the instructor has started class will be considered an “unexcused” absence. Excused absences include documented illness, deaths in the immediate family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. **Documentation must be provided in order for an absence to be excused.** These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.
 - ✓ In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) will be excused. **Any excused absences (e.g., traveling, sickness) must be notified to the instructor before the class period, with proper documentation, via email.**
- **Class Participation:**
 - ✓ Students are required to attend each class meeting and actively participate in class activities that reinforce the learning of marketing principles. It is essential that students participate in class discussions and activities. Students are also encouraged to be fully engaged in the learning experience: (a) asking thoughtful and thought-provoking questions, (b) offering insightful observations about the topic being discussed, and (c)

embellishing the discussion with appropriate examples. Students will have opportunities to participate in marketing research as part of participation grade.

- **Quizzes:**

- ✓ About 5 quizzes will be given during the semester. Quizzes will cover material from previous two weeks lessons from the class. **There is no make-up for quizzes missed due to lateness or absences.**

- **Current Sport Issues Presentation:**

- ✓ Students will be partnered into groups of 2 to 3. At the beginning of the semester, students will be required to select a date on which he/she will give a 10-12 minute current event presentation to the class (+5 minutes for Discussion). Each student should find a current event in the sport industry that relates to current course topics or sport in general. Some useful resources might be Street & Smith's Sports Business Journal, databases available through the UF Libraries, newspaper such as The New York Times, The Wall Street Journal, magazines such as Sports Illustrated, Forbes, or websites such as ESPN.com, CBSSports.com, etc. Presentation and link(s) or copy of original article(s) should be submitted on Canvas at least one day before the presentation and must include the following:
 - a) Summary of the article
 - b) How it relates to the topic in the course (or the sport marketing)
 - c) Three thought-provoking discussion questions on the topic
 - d) Your own critical analysis/findings to the questions above
 - e) Reference and copy of the original article
- ✓ Failure to present on the scheduled date without written notification in advance will lose 50% of the points.

- **Discussion Board:**

- ✓ Students will be required to participate in discussion boards on Canvas bi-weekly. Usually, one or two questions related to previous class topics will be given, and students should answer each of the questions (minimum 100 words for each question) and write at least one comment (minimum 50 words) to peers. These activities will be graded for effort.

- **Exams:**

- ✓ There will be two exams which will comprise 30% of your final grade. Everything discussed in class may appear on the exam. A makeup exam must be requested in writing and will require written medical proof. No requests to retake the exam will be granted. All examinations, including quizzes and the term exam, must be completed within the assigned time. Therefore, do not be late to class on the day of any exams. If a student arrives late for an exam and quizzes, the late student will not be permitted to take the exam/quizzes and will receive a zero for the evaluations.

- **Marketing Plan:**

- ✓ Students will be partnered into groups of 4 to 5, forming their sport marketing strategies for the semester. The purpose of this assignment is to provide you with an opportunity to learn the basic overall steps and detail involved in the marketing of a sport product/service. The marketing plan should enable a sport organization to establish objectives, priorities, schedules, budgets, strategies, and checkpoints to measure performance. **Your group has been hired by an organization (each group will choose which sport organization hires them) to develop a marketing plan.**

- ✓ **Group Activities:** On the day of group activities (Friday), activity papers will be given, and marketing plans will be prepared by filling each question with answers.
- ✓ **Written Marketing Plan:** A detailed and specific proposal for an assigned sport organization, including thorough market analysis and clear strategic planning steps.
- ✓ **Marketing Plan Presentation:** Each group will present their comprehensive strategic marketing plan as if they were proposing to the sport organization.
- ✓ **The marketing plan must include the following:**
 - a) Executive Summary
 - b) Introduction and Background Information
 - c) Environmental Analysis (SWOT)
 - d) STP Analysis
 - e) Strategies and Tactics (Marketing Mix)
 - f) Strategy to Evaluate Marketing Implementation
 - g) Appendices and References

The above plan should consider competitors, trends and should be realistic with regards to budget. It may recommend replacement, modification or enhancement of an existing marketing plan. The outline above should be considered as a minimum starting point to which additional sections may be added as needed.

Your report should be concise, clearly argued, typed in MS word document, and documented in **Times New Roman (12 point) font** with a maximum of **4,000 words (no more than 16 pages) excluding appendices, tables, figures, and references**. Appendices, tables and figures used in this assignment are not counted in the word count and should be used to supply support material for your assignment. **APA referencing is required – No footnotes. Deadline for the final report will be announced later.**

***Peer evaluation:** All team members should submit peer evaluation regarding final group project. The form will be uploaded on the course Canvas, and should be submitted by the deadline of your final group project. Students those who fail to submit the peer evaluation will be given ZERO point on their final group project grade.

- **Extra Credits:**

- ✓ There will be chances for the extra credits throughout the semester. For instance, students will be able to obtain extra credits from research participation, extra current event presentation (if needed), and outstanding class participation, etc.

GRADING SCALE

Grades will be posted in the CANVAS gradebook. Grades are dependent on the student's performance measured by assignments, discussion boards, and quizzes. Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale below. Grades ending in .5 will be rounded up. The grading scale is strictly enforced and unchangeable. The professor will NOT change grades at the end of the semester because the student is unhappy with their academic performance. Asking the instructor for extra credit or special exceptions to these grading policies will be interpreted as an Honor Code violation (i.e., asking for preferential treatment) and will be handled accordingly. More detailed information regarding current UF grading policies can be found here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>.

Assignment	Percentage	Points
A	93-100%	930-1,000
A-	90-92.9%	900-929
B+	87-89.9%	870-899
B	83-86.9%	830-869
B-	80-82.9%	800-829
C+	77-79.9%	770-799
C	73-76.9%	730-769
C-	70-72.9%	700-729
D+	67-69.9%	670-699
D	63-66.9%	630-669
D-	60-62.9%	600-629
E	59.9% or lower	599 or less

Weekly Tentative Course Schedule

This course schedule below is tentative and might change based on the pace of the lectures and student needs; however, changes will be announced through CANVAS. The instructor bears no responsibility for announcing the changes to each individual student. All times are in Eastern Standard Time (EST).

1	M	Jan 8	Course Introduction & Syllabus review
	W	Jan 10	Special nature of sport marketing 1
	F	Jan 12	Group activity
2	M	Jan 15	<i>Martin Luther King Jr. Day (No Class)</i>
	W	Jan 17	Special nature of sport marketing 2
	F	Jan 19	Quiz
3	M	Jan 22	Strategic marketing management 1
	W	Jan 24	Strategic marketing management 2
	F	Jan 26	Group activity
4	M	Jan 29	Understanding the sport consumer 1
	W	Jan 31	Understanding the sport consumer 2
	F	Feb 2	Quiz
5	M	Feb 5	Market research, data analytics 1
	W	Feb 7	Market research, data analytics 2
	F	Feb 9	Group activity
6	M	Feb 12	The sport product 1
	W	Feb 14	The sport product 2
	F	Feb 16	Quiz
7	M	Feb 19	Managing sport brands 1
	W	Feb 21	Exam 1
	F	Feb 23	Group activity
8	M	Feb 26	Managing sport brands 2
	W	Feb 28	Promotion & paid media 1
	F	Mar 1	Quiz
9	M	Mar 4	Promotion & paid media 2
	W	Mar 6	Public relations 1
	F	Mar 8	Group activity
10	M	Mar 11	Spring break
	W	Mar 13	
	F	Mar 15	
11	M	Mar 18	Public relations 2
	W	Mar 20	Sponsorship, corporate partnership, and the role of activation 1
	F	Mar 22	Group activity
12	M	Mar 25	Sponsorship, corporate partnership, and the role of activation 2
	W	Mar 27	Social media in sport 1
	F	Mar 29	Quiz
13	M	Apr 1	Social media in sport 2
	W	Apr 3	Sales and service 1
	F	Apr 5	Group activity
14	M	Apr 8	Sales and service 2
	W	Apr 10	Exam 2
	F	Apr 12	Group activity
15	M	Apr 15	Final group presentations

	W	Apr 17	Final group presentations
	F	Apr 19	Final group presentations
16	M	Apr 22	Final group presentations
	W	Apr 24	Final group presentations / Peer evaluation
	F	Apr 26	Reading Day (<i>No Class</i>)

Weekly Important Dates & Deadlines *(Subject to Change)*

1	M	Jan 8	
	W	Jan 10	<i>Introduce yourself assignment Due by 11:59pm</i>
	F	Jan 12	<i>Current Sport Issues Presentation Date Selection Due by 11:59pm</i>
2	M	Jan 15	
	W	Jan 17	
	F	Jan 19	<i>Quiz 1</i>
3	M	Jan 22	<i>Discussion Board Due by 11:59pm (personal post)</i>
	W	Jan 24	
	F	Jan 26	<i>Discussion Board Due by 11:59pm (peer reply)</i>
4	M	Jan 29	
	W	Jan 31	
	F	Feb 2	<i>Quiz 2</i>
5	M	Feb 5	<i>Discussion Board Due by 11:59pm (personal post)</i>
	W	Feb 7	
	F	Feb 9	<i>Discussion Board Due by 11:59pm (peer reply)</i>
6	M	Feb 12	
	W	Feb 14	
	F	Feb 16	<i>Quiz 3</i>
7	M	Feb 19	<i>Discussion Board Due by 11:59pm (personal post)</i>
	W	Feb 21	<i>Exam 1</i>
	F	Feb 23	<i>Discussion Board Due by 11:59pm (peer reply)</i>
8	M	Feb 26	
	W	Feb 28	
	F	Mar 1	<i>Quiz 4</i>
9	M	Mar 4	<i>Discussion Board Due by 11:59pm (personal post)</i>
	W	Mar 6	
	F	Mar 8	<i>Discussion Board Due by 11:59pm (peer reply)</i>
10	M	Mar 11	
	W	Mar 13	<i>Spring break</i>
	F	Mar 15	
11	M	Mar 18	<i>Discussion Board Due by 11:59pm (personal post)</i>
	W	Mar 20	
	F	Mar 22	<i>Discussion Board Due by 11:59pm (peer reply)</i>
12	M	Mar 25	
	W	Mar 27	
	F	Mar 29	<i>Quiz 5</i>
13	M	Apr 1	<i>Discussion Board Due by 11:59pm (personal post)</i>
	W	Apr 3	
	F	Apr 5	<i>Discussion Board Due by 11:59pm (peer reply)</i>
14	M	Apr 8	

	W	Apr 10	<i>Exam 2</i>
	F	Apr 12	
15	M	Apr 15	<i>Final Presentations</i>
	W	Apr 17	<i>Final Presentations</i>
	F	Apr 19	<i>Final Presentations</i>
16	M	Apr 22	<i>Final Presentations</i>
	W	Apr 24	<i>Final Presentations / Peer Evaluation</i>
	F	Apr 26	
17	M	Apr 29	<i>Written Marketing Plan Due by 11:59</i>
	W	May 1	
	F	May 3	

Copyright Statement

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