

Syllabus for Marketing 363 - Marketing Communications
Spring Semester 2010 - Karen Porter, Instructor

| <u>Class Date</u> | <u>Reading Assignment</u> | <u>Activity / Exam</u> |
|--------------------|---|----------------------------|
| January 26 | Chapter 1 | |
| January 28 | Chapter 2 | |
| February 2 | Chapter 2 | |
| February 4 | Chapter 3 | |
| February 9 | Chapter 4 | <i>Application #1 Due</i> |
| February 11 | Chapter 4 | |
| February 16 | | Exam #1 |
| February 18 | Chapter 5 | |
| February 23 | Chapter 5 | |
| February 25 | Chapter 6 | |
| March 2 | Chapter 7 | <i>Application #2 Due</i> |
| March 4 | Chapter 7 | |
| March 9 | | Exam #2 |
| March 11 | Chapter 8 | |
| March 16 | Chapter 9 | |
| March 18 | Chapter 9 | <i>Application #3 Due</i> |
| March 23 | SPRING BREAK! | |
| March 25 | SPRING BREAK! | |
| March 30 | Chapter 9 | |
| April 1 | Chapter 9 | |
| April 6 | Chapter 9 | |
| April 8 | Guest Speaker | |
| April 13 | | Exam #3, App #4 Due |
| April 15 | NO CLASS | |
| April 20 | Chapter 10 | |
| April 22 | Chapter 11, 12 | |
| April 27 | Chapter 13 | |
| April 29 | | Exam #4, App #5 Due |
| May 4 | Chapter 14 | |
| May 6 | Course Review / Grades to Date | |
| FINALS WEEK | | |
| May 10 (Monday) | OPTIONAL FINAL EXAM - Section #1 1:10 - 3:10 | |
| May 11 (Tuesday) | OPTIONAL FINAL EXAM - Section #2 8:00 - 10:00 | |