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

<table>
<thead>
<tr>
<th>#</th>
<th>Date</th>
<th>Topic</th>
<th>Assigned Reading BEFORE that day’s lecture</th>
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| 1  | Mon, 9/24  | Marketing & Understanding Customers                          | 2016 Version: 258-268  
2018 Version: 148-158  
“Creative Customer Value & Engagement” thru “The Societal Marketing Concept” |
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 | Study.Net articles #5, 6, and 7 to illustrate key brand architecture concepts                              |
| 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                                                  | Study.Net Reader Article #6 – “Marvel Rules the Universe,” Fast Company, 4/17/17                           |

### Discussion Section

<table>
<thead>
<tr>
<th>Week of</th>
<th>Discussion Topics</th>
<th>Assigned Reading BEFORE Section</th>
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</table>
| 9/24    | • 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    | • Discuss Netflix Positioning                                                      | Study.Net Reader #5 - “Inside the Binge Factory: How Netflix Swallowed the TV Industry," Vulture, 6/10/18 |
| 10/8    | • 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               |