

<i>Week #</i>	<i>Class meeting #</i>	<i>Day of Week</i>	<i>Date</i>	<i>Topic</i>
1	1	T	29-Aug	Introduction to Class Chapter 1 The scope and challenge of international marketing
	2	TH	31-Aug	Chapter 1 The scope and challenge of international marketing
2	3	T	5-Sep	Chapter 1 The scope and challenge of international marketing
	4	TH	7-Sep	Chapter 2: The dynamic environment of international trade
3	5	T	12-Sep	Chapter 2: The dynamic environment of international trade
	6	TH	14-Sep	Chapter 3: History and geography: the foundations of culture
4	7	T	19-Sep	Chapter 3: History and geography: the foundations of culture Chapter 4: Cultural dynamics in assessing global markets
	8	TH	21-Sep	Chapter 4: Cultural dynamics in assessing global markets
5	9	T	26-Sep	Chapter 5 Culture, management style, and business systems
	10	TH	28-Sep	Exam 1
6	11	T	3-Oct	Chapter 5 Culture, management style, and business systems
	12	TH	5-Oct	Chapter 6 The political environment: a critical concern
7	13	T	10-Oct	Chapter 6 The political environment: a critical concern
	14	TH	12-Oct	Chapter 7 The international legal environment; playing by the rules
8	15	T	17-Oct	Chapter 7 The international legal environment; playing by the rules
	16	TH	19-Oct	Exam 2
9	17	T	24-Oct	Chapter 8: Developing a global vision through marketing research Draft Part I of Country Report is due today at 11:59 pm

	18	TH	26-Oct	Chapter 8: Developing a global vision through marketing research Chapter 9: Economic development and the Americas
10	19	T	31-Oct	Chapter 9: Economic development and the Americas Part I of Country Report is due Sunday Week 10 at 11:59 pm
	20	TH	2-Nov	Chapter 12: Global marketing management: planning and organization
11	21	T	7-Nov	Chapter 12: Global marketing management: planning and organization Chapter 13 Products and services for consumers
	22	TH	9-Nov	Chapter 13 Products and services for consumers Issue Presentation Assignment is due Sunday Week 11 at 11:59 pm
12	23	T	14-Nov	Chapter 15: International marketing channels
	24	TH	16-Nov	Chapter 15: International marketing channels Part II of Country Report is due Sunday Week 12 at 11:59 pm
13	25	T	21-Nov	Exam 3
	26	TH	23-Nov	Thanksgiving No Class
14	27	T	28-Nov	Chapter 16 Integrated marketing communications and international advertising
	28	TH	30-Nov	Chapter 17 Personal selling and sales management
15	29	T	5-Dec	Chapter 18: Pricing for international markets
	30	TH	7-Dec	Catch up Part III of Country Report is due Sunday week 15
16	31	T	12-Dec	Exam 4