**IBS 805 Assignment Schedule**

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| **WEEK** | **Chapter** | **Evaluation**  |
| **1** | Chapter 1 - Introduction to Global Marketing |  |
| **2** | Chapter 3/4/5 - Social and Cultural Environment Political, Legal and Regulatory Environments |  |
| **3** | Chapter 7 - Segmentation, Targeting and Positioning | Introduction to 5C, Students to start collection of Competitor informationCase 1 – (10%) |
| **4** | Chapter 16 - Strategic Elements of Competitive Advantage | * **Due - Case 1** at the start of class on Week 4.

Test - Lectures 1, 2, 3– (10%) |
| **5** | Chapter 9 - Global Marketing Entry Strategies: Licensing, Investment and Strategic Alliances | **Assignment #1** - Identify the USP of your product and how does this match with the macro / micro / competitive environment of your chosen market? Use the research done in semester 1 to support your analysis. (10%) |
|  **6** | Chapter 11 - Brand and Product Decisions in Global Marketing |  |
| **7** | Chapter 14 - Pricing Decisions | **Due –** **USP Assignment #1** **Test 2, Lectures 4, 5, 6, 7 (10%)****5C analysis and SWOT (10%)**  |
|  | **Study Week – no classes**  |
| **8** | Chapter 15 - Global Marketing Channels and Physical Distribution | Due - **5C analysis and SWOT**  |
| **9** | Chapter 13 - Global Marketing Communications Decisions 1: Advertising and Public Relations | **Case #2 - (10%)** |
| **10**  | Chapter 16 - Global Marketing Communication Decisions 2: Sales Promotion, Personal Selling and Special Forms of Marketing Communication | **Due - Case #2** |
|  **11**  | Chapter 17 / 18 - Leadership | **Submission of Final Global Marketing Plan (15%)** |
| **12**  |  | **Test 3 - Lectures 12, 13, 14, 15 (10%)** |
| **13** |  | **Joint Business & Marketing Plan Presentations (15%)****Dates and times to be announced.** |
| **14** | **Joint Business & Marketing Plan Presentations (15%)****Dates and times to be announced.****EXAM WEEK** - there is no final exam in this subject -  |

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Note: The dates noted may be subject to revision

**Weeks 13 / 14: Marketing Plan Presentations. Dates and times to be announced.**