

Markops Online schedule in a two month course



Classes are Tuesday
from 1:00 to 2:30

The preliminary assignment
consists of reading the
Markops Online Student
Handbook carefully before
the first class session.

Tuesday January 11

- 12:00-2:30 □ Introduction to Markops Online □
- Organization of teams □
- Distribution of the starting situation (Company Reports for Period 0)

Tuesday January 18

- 12:00-1:00 □ Instructor available for consultation □
- 1:00 ■ Period 1 decisions due □
- 1:00-2:30 ■ Lecture/discussion: Promotion & Advertising □
- 6:00 □ Results available to students online

Tuesday January 25

- 12:00-1:00 □ Instructor available for consultation □
- 1:00 ■ Period 2 decisions due □
- 1:00-2:30 ■ Lecture/discussion: Pricing Strategies □
- 6:00 □ Results available to students online

Tuesday February

- 12:00-1:00 □ Instructor available for consultation □
- 1:00 ■ Period 3 decisions due □
- 1:00-2:30 ■ Lecture/discussion: Channel Management □
- 6:00 □ Results available to students online

Tuesday February

- 12:00-1:00 □ Instructor available for consultation □
- 1:00 ■ Period 4 decisions due □
- 1:00-2:30 ■ Lecture/discussion: Segmentation, Targeting & Positioning □
- 6:00 □ Results available to students online

Tuesday February

- 12:00-1:00 □ Instructor available for consultation □
- 1:00 ■ Period 5 decisions due □
- 1:00-2:30 ■ Lecture/discussion: Product Life-Cycle Strategies □
- 6:00 □ Results available to students online

Tuesday February

- 12:00-1:00 □ Instructor available for consultation □
- 1:00 ■ Period 6 decisions due □
- 1:00-2:30 ■ Lecture/discussion: Marketing Management Process □
- 6:00 □ Results available to students online

Tuesday March 01

- 1:00 ■ Group reports due □
- 1:00-2:30 ■ Selected group presentations □
- Markops Online simulation conclusions and debrief

LEGEND

- Simulations /Group Work
- Lectures /Discussions