

All times noted are Eastern U.S. Time

Day 1 – Strategy

8:30 AM – 11:30 AM

(Includes flexible breaks)

Consumer Behavior

Topics:

- An Introduction to Marketing
- Understanding the Consumer Buying Path

Application: Aqualisa Quartz: Simply a Better Shower

Day 2 – Strategy

8:30 AM – 11:30 AM

(Includes flexible breaks)

Competitors and a Customer Focus

Topic: Strategic Analysis of the Buying Path

Day 3 – Strategy

8:30 AM – 11:30 AM

(Includes flexible breaks)

Application: Marketing Simulation: Managing Segments and Customers

Simulation Recap

- Simulation Scores and Lessons Learned

Day 4 – Tactics

8:30 AM – 11:30 AM

(Includes flexible breaks)

Placement and Pricing

Topics:

- Tradeoffs in Channels
- Pricing Strategy

Applications:

- Channels Challenge
- MIT Sloan Case: TheLadders.com

Day 5 – Tactics

8:30 AM – 11:30 AM

*(Includes flexible breaks and
Certificate Ceremony at
10:30am)*

Marketing Communications

Topic: The Advertising Funnel

Application: Setting a Marketing Communications Strategy