



MKT 320 - Sp 23

MKT 320 - Marketing Strategy

EP By Ekin Pehlivan
Jan. 24, 2023

Present

Welcome to your liquid syllabus for MKT 320 - Marketing Strategy!

? What the h* is a liquid syllabus, you ask? Wonder no more, just click on the link for a blog post explaining it.

Some basic info about the class


 **Class time:** T-Th 4:30-5:45 PM


 **Classroom:** Bell Tower 2572

 **Zoom ID & link for online lectures &**

Office Hours: 876 6572 0717

 **Instructor:** Ekin Pehlivan, MBA, PhD.

 Email on Canvas or
@ekin.pehlivan@csuci.edu

 **Schedule appointments for**
Office Hours

 [Class plan](#)  [Timeline](#)  [Calendar view](#)

Tentative Schedule

January 24, 2023	 Introductions
January 26, 2023	 Kahoot & Review
January 31, 2023	Corporate strategy
February 2, 2023	Choose your division
February 7, 2023	Strategic Marketing Process
February 9, 2023	Meet the clients
February 14, 2023	 Marketing Analysis Process
February 16, 2023	Choose your teams
February 21, 2023	 Industry & Market Analysis (Competitor research)
February 23, 2023	Create team contract, client first contact/email & project timelines
February 28, 2023	Consumer Research
March 2, 2023	Preliminary research about client & their competitors/peers
March 7, 2023	Internal Analysis - Competitive positioning
March 9, 2023	Primary data collection - Client interview