

*\*\*\*All times noted are Eastern U.S. Time (EST)*

## **DAY 1 – Strategy**

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**8:30 AM – 12:00 PM**

*(Includes Flexible breaks)*

### **Consumer Behavior**

**Topics:**

- An Introduction to Marketing
- Understanding the Consumer Buying Path

**Application:** Aqualisa Quartz: Simply a Better Shower

**12:00 PM – 1:00 PM**

**BREAK**

**1:00 PM – 4:00 PM**

*(Includes Flexible breaks)*

### **Competitors and a Customer Focus**

**Topic:** Strategic Analysis of the Buying Path

**4:00 PM – 6:00 PM**

*(Flexible – Time can be shifted)*

**Individual Application:** Marketing Simulation: Managing Segments and Customers

## **DAY 2 – Tactics**

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**8:30 AM – 12:00 PM**

*(Includes Flexible breaks)*

### **Simulation Recap**

- Simulation Scores and Lessons Learned

### **Placement and Pricing**

**Topics:**

- Tradeoffs in Channels
- Pricing Strategy

**Applications:**

- Channels Challenge
- MIT Sloan Case: TheLadders.com

**12:00 PM – 12:45 PM**

**BREAK**

**12:45 PM – 1:00 PM**

**Certificate Ceremony**

**1:00 PM – 4:00 PM**

*(Includes Flexible breaks)*

### **Marketing Communications**

**Topic:** The Advertising Funnel

**Application:** Setting a Marketing Communications Strategy