

Indicative Timetable - Week One, Delhi Summer School, 2017, Course title: Marketing Management with International Marketing

Time	Monday 29th May		Tuesday 30th May	Wednesday 31st May	Thursday 1st June	Friday 2nd June
10:00 – 10:30	Enrolment and induction day	10:00 – 11:30	Opening Ceremony	Review of previous day's lecture	Review of previous day's lecture	Review of previous day's lecture
10:30 – 12:00	Student enrolment			Lecture: Customer Behaviour: Segmentation, Targeting & Positioning	Lecture: The Marketing Mix	Lecture: Place
12:00 – 13:00	LUNCH	11:30 – 12:30	Lecture: What is Marketing Management? What is International Marketing?	Worksheet: Cultural Differences and Customer Behaviour	Group / Individual Assessment Questionnaire or Worksheet	Group / Individual Assessment Questionnaire or Worksheet
13:00 – 13:30	Find Someone who...	12:30 – 13:30	Lecture : Working in Teams	Lecture: The Marketing Environment (PEST) & SWOT Analysis	Lecture: Product	Lecture: Price
13:30 – 15:00	Introduction to Marketing Management with International Marketing	13:30 – 14:30	LUNCH	LUNCH	LUNCH	LUNCH
15:00 – 15:30	Assignment Workshop	14:30-15:00	Introduction to seminars	International Marketing Seminar:	International Marketing Seminar:	International Marketing Seminar:
		15:00 – 15:30	Assignment Workshop	Assignment Workshop	Assignment Workshop	Assignment Workshop

Indicative Timetable for Week Two, Delhi Summer School, Course title: Marketing Management with International Marketing

Time	Monday 5th June	Tuesday 6th June	Wednesday 7th June	Thursday 8th June	Friday 9th June
10:00 – 10:30	Review of previous day's lecture	Review of previous day's lecture	Review of previous day's lecture	Review of previous day's lecture	Student Group Presentations
10:30 – 11:30	Lecture: Promotion	Lecture: Competition	Lecture: International Marketing Strategy	Lecture: The Marketing Plan	Student Group Presentations
11:30 – 12:30	Group / Individual Assessment Questionnaire or Worksheet	Group / Individual Assessment Questionnaire or Worksheet	Worksheet: Global vs. National Marketing Strategy	Group / Individual Assessment Questionnaire or Worksheet	Student Group Presentations
12:30 – 13:30	Lecture: Digital Marketing with Dr Kirk Plangger	Lecture: Branding	Lecture: Presentation Skills	Assignment Workshop	Course Evaluation
13:30 – 14:30	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
14:30-15.00	International Marketing Seminar:	International Marketing Seminar:	International Marketing Seminar:	Assignment Workshop	Closing event
15.00– 15:30	Assignment Workshop	Assignment Workshop	Assignment Workshop		