**A Day Course Calendar for Honors International Marketing**

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| **Date** | Unit | **Subject/Objective** | **Notes/Comments/Assignments Due** |
| Mon. Aug. 24 |  | Intro. to Class |  |
| Wed. 8/26 | 1.01 | Core Standards of Marketing |  |
| Fri. 8/28 |  | Guest Speaker from IBP |  |
| Tues. 09/01 | 1.01 | Need for Int’l Trade |  |
| Thurs. 09/03 | 1.02 | Arguments for/against ITM | Due: Questions Part 3 & 4 |
| **Monday, September 7, 2015: Labor Day. No School.** | | | |
| Tues. 09/08 | 1.02 | Arguments for/against ITM |  |
| Thurs. 09/10 | 2.01 | Comparative adv/factors/prod |  |
| Mon. 09/14 | 2.01 | Comparative adv/factors/prod | Due: Questions Parts 5 & 6 |
| Wed. 09/16 |  | **Project day** | **Test Unit 1.0** |
| Fri. 09/18 | 2.02 | Trade Barriers |  |
| Tues. 09/22 | 2.02 | Trade Barriers | **Due: Questions Part 2, Section A** |
| **Wednesday, September 23, 2015: Teacher Workday. No School** | | | |
| Fri. 09/25 |  | **Project day** |  |
| Tues. 09/29 | 2.03 | Int’l Trade Organizations |  |
| Thurs. 10/01 | 2.03 | Int’l Trade Organizations | Due: Questions Part 2, Section B |
| Mon. 10/05 |  | **Project Day** | Test Unit 2.0 |
| Wed. 10/07 |  | **Project Day** | Early Release Day |
| Fri. 10/09 | 3.01 | Cultural Influences |  |
| Tues. 10/13 | 3.01 | Cultural Influences |  |
| Thurs. 10/15 | 3.02 | Negotiating in different cultures |  |
| Mon. 10/19 | 3.02 | Negotiating in different cultures |  |
| Wed. 10/21 |  | Project day | **Test Unit 3.0** |
| **Friday, October 23, 2015: Teacher Workday. No School** | | | |
| Mon. 10/26 | 4.01 | Demographics & social class |  |
| Wed. 10/28 | 4.01 | Demographics & social class | **Due: Questions Parts 7 & 12** |
| Fri. 10/30 | 4.02 | Economic systems |  |
| Tues. 11/03 | 4.02 | Economic systems |  |
| Thurs. 11/05 | 4.03 | Political/legal systems |  |
| Mon. 11/09 | 4.03 | Political/legal systems |  |
| **Wednesday, November 11, 2015 Veterans Day** | | | |
| Thurs. 11/12 |  | Project Day | **Due: Questions Parts 8 & 9** |
| Mon. 11/16 |  | Project Day | **Test Unit 4.0** |
| Wed. 11/18 | 5.01 | International mktg. segment |  |
| Fri. 11/20 | 5.01 | International mktg. segment |  |
| Tues. 11/24 |  | Project Day |  |
| **November 25 – November 29, 2015 Thanksgiving Break** | | | |  | Project day | **Project 4A Proposed organization** |
| Tues. 12/01 | 5.02 | International mktg. research |  |
| Thurs 12/03 | 5.02 | International mktg. research |  |
| Mon. 12/07 |  | Project day |  |
| Wed. 12/09 |  | Project day | **Test Unit 5.0** |
| Fri. 12/11 | 6.01 | Gaining competitive advantage |  |
| Tues. 12/15 | 6.01 | Gaining competitive advantage |  |
| Thurs. 12/17 |  | Project day | **Due: Questions Parts 10 & 11** |
| **December 19 – January 3, 2016 Winter Break** | | | |
| Mon. 01/04 | 6.02 | Expanding product-markets |  |
| Wed. 01/06 | 6.02 | Expanding product-markets |  |
| Fri. 01/08 |  | Project Day |  |
| Tues. 01/12 |  | Project Day | **Due: Questions Part 13** |
| **Date** | Unit | **Subject/Objective** | **Notes/Comments/Assignments Due** |
| Thurs. 01/14 | 6.03 | Outsourcing |  |
| **Monday, January 18, 2016 Martin Luther King Jr Holiday.** | | | |
| Tues. 01/19 | 6.03 | Outsourcing | ***Executive Summary, Bib, & Appendix Due***  ***End of Quarter 2.*** |
| Thurs. 01/21 |  | Project Day | **Rough Draft of entire paper is due.** |
| **Monday, January 25, 2016 Teacher Work Day** | | | |
| Tues 01/26 |  | Project Day |  |
| Thurs 01/28 | 7.01 | Standardization & adaptation | **Final Draft of IBP Due.** |
| Mon. 02/01 | 7.01 | Standardization & adaptation | **Test Unit 6.0 (May Combine with 7.0)** |
| Wed. 02/03 | 7.02 | Developing brand images |  |
| Fri. 02/05 | 7.02 | Developing brand images |  |
| Tues. 02/09 | 7.02 | Developing brand images |  |
| Thurs. 02/11 |  | Project Day (Visual Aids) |  |
| **February 15, 2016 Teacher Work Days No School** | | | |
| Tues. 02/16 |  | Project Day | **IBP Presentations** |
| Thurs. 02/18 |  | Project Day | **IBP Presentations** |
| Mon 02/22 | 8.01 | Marketing intermediaries | **Test Unit 7.0. \***Early Release |
| Wed 02/24 | 8.02 | Logistical systems |  |
| Fri 02/26 | 8.02 | Logistical systems |  |
| Tues. 03/01 | 8.03 | International retailers |  |
| Thurs. 03/03 | 8.03 | International retailers |  |
| Mon. 03/07 | 9.01 | Communication & promotion |  |
| Wed. 03/09 | 9.01 | Communication & promotion | **Test Unit 8.0** |
| Fri. 03/11 | 9.01 | Communication & promotion |  |
| Tues. 03/15 | 9.01 | Communication & promotion |  |
| Thurs. 03/17 | 9.02 | Advertising |  |
| Mon 03/21 | 9.02 | Advertising |  |
| Wed 03/23 | 9.03 | Selling process | *\*End of Quarter 3* |
| **Friday, March 25 – April 3, 2015 Spring Break** | | | |
| Mon. 04/04 | 9.03 | Selling process |  |
| Wed. 04/06 | 9.03 | Selling process |  |
| Fri. 04/08 | 10.01 | Exchange rates |  |
| Tues. 04/12 | 10.01 | Exchange rates | **Test Unit 9.0** |
| Thurs. 04/14 | 10.02 | Pricing strategies |  |
| Mon 04/18 | 10.02 | Pricing strategies |  |
| Wed 04/20 | 10.03 | Balance of payments | Early Release |
| Fri 04/22 | 10.03 | Balance of payments |  |
| **April 25, 2016 Teacher Work Days No School** | | | |
| Wed. 04/27 | 11.01 | Strategic business units |  |
| Fri. 04/29 | 11.01 | Strategic business units | **Test Unit 10.0** |
| Tues 05/03 | 11.01 | Strategic business units |  |
| Thurs 05/05 | 11.02 | International entry strategies |  |
| Mon. 05/09 | 11.02 | International entry strategies |  |
| Wed. 05/11 | 12.01 | Labor & management issues | **Test Unit 11.0** |
| Fri. 05/13 | 12.01 | Labor & management issues |  |
| Tues. 05/17 | 12.01 | Labor & management issues |  |
| Thurs. 05/19 | 12.02 | International careers |  |
| Mon. 05/23 | 12.02 | International careers |  |
| Wed. 05/25 |  | Final Exam Review | **Test Unit 12.0** |
| **May 27, 2016 Teacher Work Days & Memorial Day, May, 30, 2016. No School** | | | |
| Tues. 05/31 |  | Final Exam Review |  |
| Thurs. 06/02 – 06/08 |  | Finals Begin | ***Thursday, June 09, 2016. End of Quarter 4*** |