

BUS 201-601 Marketing Principles
Thursday: 6:10-9:00 p.m. Room: E 111
Prof. D. Levy
Class Calendar, Spring 2006

** New Revised **

January

19 Introduction to Course
26 Chapter 1 and Cases

February

2 Chapter 2 and Cases, Complete Term Paper Discussion
9 Chapter 18 and Cases and work on project
16 Chapter 5 and Cases
23 Unit 1 Test, Chapters: 1, 2, 18, and 5

March

2 Chapter 7 and Review results of Test
9 Chapter 8
23 Chapter 9 (Pages 217-224) and Chapter 12
30 Unit 2 Test, Chapters: 7, 8, 9, and 12

April

06 Chapter 14 and Chapter 15. Review results of Unit 2 Test
13 Chapter 16 (Pages 380-391) and Chapter 17 (Pages 406-409, 420-426)
20 Unit 3 Test, Chapters: 14, 15, 16 and 17. ** Marketing Term Paper
Project due today, April 20.
27 Presentations of All Marketing Term Projects Using Power Point. A
copy of your Power Point Presentation must be presented to Prof. Levy before
making your presentation. **All make-up assignments and tests must be turned in by
today, April 27. NO Work Accepted after today.

May

04 Last night of class, Massive Crying. Review all Grades

Just a reminder: Prof. Levy's Office Hours are: Mon: 11-12 a.m., Tue: 5-6 p.m. and
Wed: 11-12 a.m. in Room B 210, Phone Ext: 3516. E-Mail: dilevy@bergen.edu