

Schedule basic Marketing ME 1035 Autumn Semester 2023. INdek, KTH.

Marketing Plan Deadline: 6 p.m

Henrik.uggla@indek.kth.se

Cc: Henrik.uggla@phdbrandmanagement.com

[Literature: Kotler, P and Armstrong Gary \(2024\), Principles Of Marketing](#)

Marketing Group Paper Deadline: Monday 2nd October 6 p.m via email as pdf to

Henrik.uggla@indek.kth.se with cc to

Henrik.uggla@phdbrandmanagement.com

Tuesday 29th of August, 1-3 Introduction to Basic Marketing and Toolkit for doing the Marketing Plan E 33.

Thursday 31th of August 1-3 (1-3 pm) Core Concepts Of Marketing and Brand Identity within the Marketing Plan. D32

Thursday 7th of September 1-3 (1-3 pm) Consumer Behaviour and Consumer Insights, Lecture delivered via ZOOM by Björn Nyberg CEO at Brandbergs.

Thursday 14th of September 1-3 (1-3 pm) K53. Price Positioning within marketing management from hard discount to Ultra luxury Pricing.

Tuesday 19th Of September, 1-3 U61, Brand Strategy within Marketing

Thursday 21th of September Per Åsberg CEO and PhD Marketing Research and Segmenting
13-15 (1-3 pm) Q24

Thursday 28th of September, 1-3 , D32 1-3 pm Course Summary and Written Examination Prep.

Thursday 5th of October Presentations Of Marketing Plans 13-15 (1-3 pm) U41

Thursday 12th of October Presentations Of Marketing Plans 13-15 (1-3 pm)
E31

Wednesday 25th Of October 8-12.00 L52 Written in-Class examination.

Monday 8th of may paper presentations.	10-12
Monday 15th of may paper presentations.	10-12