Detailed Course Schedule and Grading

Start Date: June 1, 2026 | **End Date:** Aug 30, 2026 | All times Eastern

Period	Module	Evaluations & Weight	Evaluation Due Date
June 1 – June 7	1 – Introduction to Financial Statements	**Quiz #1 (5%)**	June 7 – 11:59 p.m.
June 8 – June 14	2 – Applying Financial Ratio Analysis to Assess Performance	**Assignment #1 (10%)**	June 14 – 11:59 p.m.
June 15 – June 21	3 – Making Financially Sound Marketing	**Discussion #1 (5%)**	June 21 – 11:59 p.m.
June 22 – June 28	4 – The Influence of Finance on Marketing	**Quiz #2 (5%)**	June 28 – 11:59 p.m.
June 29 – July 5	5 – Optimize Customer Value	**Assignment #2 (10%)**	July 5 – 11:59 p.m.
July 6 – July 12	6 – Prospect Customer Value	**Discussion #2 (5%)**	July 12 – 11:59 p.m.
July 13 – July 19	7 – Customer Value Optimization	**Quiz #3 (5%)**	July 19 – 11:59 p.m.
July 20 – July 26	8 – Customer Retention	**Assignment #3 (10%)**	July 26 – 11:59 p.m.
July 27 – Aug 2	9 – The Foundation of a Strong Integrated Marketing Campaign	**Discussion #3 (5%)**	Aug 2 – 11:59 p.m.
Aug 3 – Aug 9	10 – Defining Your Marketing Mix (Part 1)	**Quiz #4 (5%)**	Aug 9 – 11:59 p.m
Aug 10 – Aug 16	11 – Defining Your Marketing Mix (Part 2)	**No Assignment**	Aug 16 – 11:59 p.m
Aug 17 – Aug 23	12 – Driving Conversion and Rounding Out A Campaign	**Discussion #4 (5%)**	Aug 23 – 11:59 p.m
Aug 24 – Aug 30	13 - Summative	**Summative (30%)**	Aug 30 – 11:59 p.m