



**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 – Welcome to Tools for Success	<b>Self- Assessment (0%) Discussion #1: (5%)</b>	June 7 – 11:59 p.m.
June 8 – June 14	2 – Corporate and Marketing Strategy	<b>Quiz #1 (5%)</b>	June 14 – 11:59 p.m.
June 15 – June 21	3 – Developing a Corporate Strategy	<b>Exercise #1 (5%)</b>	June 21 – 11:59 p.m.
June 22 – June 28	4 – Strategic Thinking for Marketers	<b>Quiz #2 (5%)</b>	June 28 – 11:59 p.m.
June 29 – July 5	5 – Understanding the Customer and the Path to Purchase	<b>Quiz #3 (5%)</b>	July 5 – 11:59 p.m.
July 6 – July 12	6 – Developing a Customer Segmentation Strategy	<b>Exercise #2 (10%)</b>	July 12 – 11:59 p.m.
July 13 – July 19	7 – Building an Impactful Marketing Plan	<b>Quiz # 4 (5%)</b>	July 19 – 11:59 p.m.
July 20 – July 26	8 – Developing an Impactful Marketing Plan	<b>Exercise #3</b>	July 26 – 11:59 p.m.
July 27 – Aug 2	9 – Developing an Impactful Marketing Plan: Exercise Submission	<b>Exercise #3 (15%)</b>	Aug 2 – 11:59 p.m.
Aug 3 – Aug 9	10 – Marketing Analytics	<b>Quiz #5 (5%)</b>	Aug 9 – 11:59 p.m.
Aug 10 – Aug 16	11 - Leveraging Customer Knowledge	<b>Quiz #6 (5%)</b>	Aug 16 – 11:59 p.m.



<b>Aug 17 – Aug 23</b>	12 - Future Proof Your Marketing Career	<b>Discussion #2 (5%)</b>	Aug 23 – 11:59 p.m
<b>Aug 24 – Aug 30</b>	13 - Summative	<b>Summative (30%)</b>	Aug 30 – 11:59 p.m

### Mark Allocation:

- 2 Discussions worth 5% each: 10% • 6 Quizzes worth 5% each: 30%
- Exercises:
  - Exercise #1 worth 5%
  - Exercise #2 worth 10%
  - Exercise #3 worth 15% 30%
- Summative Quiz 30%
- Total 100%