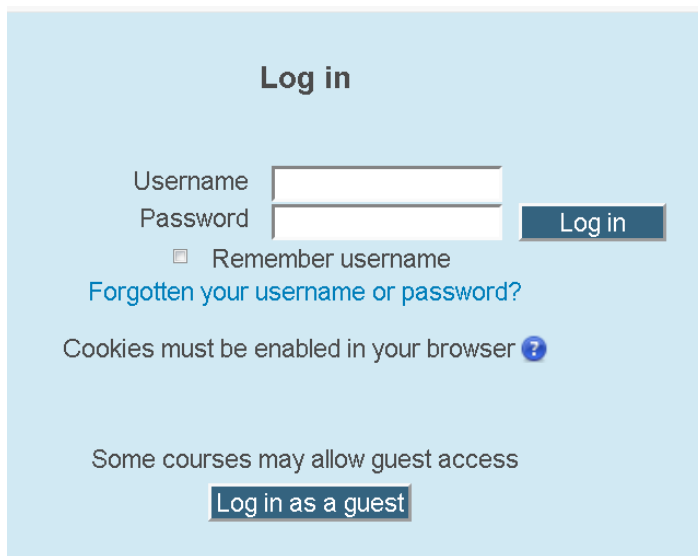


To download documents or files that professor posted within your course, please follow the directions below.

- 1) To log-In please visit <https://online.baruched.com/> and click on **Log in**.



- 2) Enter your credentials and click **Log in**.



- 3) After logging in, click on your assigned course.



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**My courses**








**MKT0039.01C-Marketing Strategy-Spring 2014**

Creating a logical connection between an overall strategy and its image in the marketplace and in the minds of consumers. Incorporation of organizational vision, mission, goals, and objectives into a strategic plan will be highlighted.

- 4) You may select which file you want to download by looking at **General course description** or for any given week.

### Course Description

Creating a logical connection between an overall strategy and its image in the marketplace and in the minds of consumers is the topic of this fascinating course. The incorporation of organizational vision, mission, goals, and objectives into a strategic plan will be highlighted.

-  [Course Announcements](#)
-  [News forum](#)
-  [Course Syllabus / Outline](#)
-  [APA Word Doc Template for all Assignments](#)
-  [PPT Presentations Folder](#)
-  [Research Project Guidelines Example](#)
-  [Marketing Plan Proposal Guidelines](#)

### WEEK 1: 23 Jan - 29 Jan







#### INTRODUCTION

##### Welcome to Week 1

This Week 1 Module is designed to give you an overview of Moodle, introduce you to the rest of your class members, a quick overview of the Course Syllabus, as well as a brief overview of Marketing Strategy.

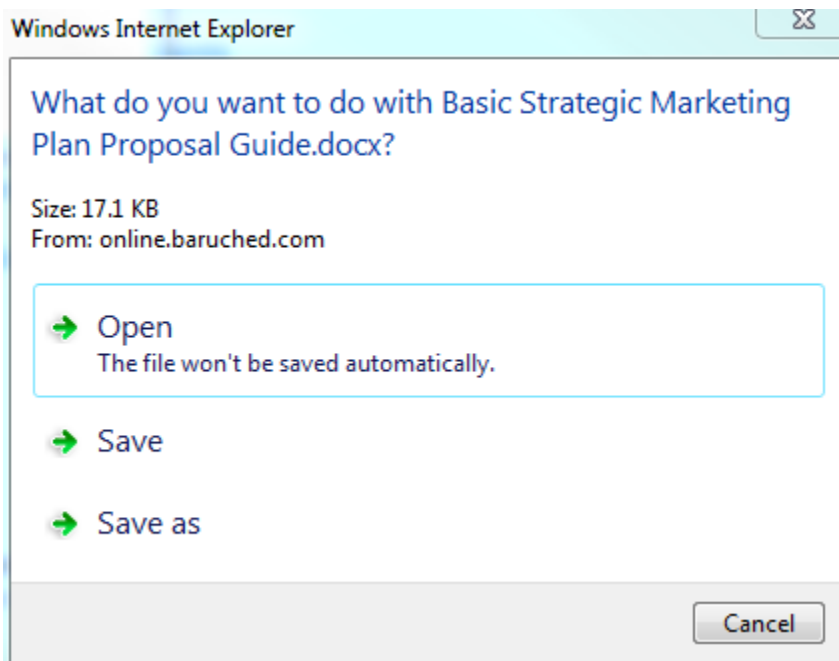
GOOD LUCK!

Prof. R. Allen

-  [Learning Objectives](#)
-  [Learning Resources Folder](#)
-  [Chapter Summary / Lecture Notes](#)
-  [Discussion: Introduce Yourself to the Class](#)
-  [Discussion: Week 1 – DQ1a](#)
-  [All Group Discussions: Week 1](#)

Wk1/2 Homework Assignment - Located in Week 2

5) After selecting the file, click **Save File** and click **OK**.



(Prompt styles are based on browser type and security settings)