

2008-2009 Marketing Calendar

April							
S	M	T	W	T	F	S	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30				

May							
S	M	T	W	T	F	S	
				1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

June							
S	M	T	W	T	F	S	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30						

July							
S	M	T	W	T	F	S	
		1	2	3	4	5	
				Independence			
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	Columbus Day	22	Bosses Day	24	Sweetest Day	26
27	28	29	30	31			
			Halloween				

August							
S	M	T	W	T	F	S	
					1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31							

September							
S	M	T	W	T	F	S	
	1	2	3	4	5	6	
	Labor Day						
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30					
			Fall Equinox				

October							
S	M	T	W	T	F	S	
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

November							
S	M	T	W	T	F	S	
						1	
2	3	4	5	6	7	8	
9	10	Election Day	12	13	14	15	
16	17	Vet.'s Day	19	20	21	22	
23	24	25	26	27	28	29	
30							
				Thanksgiving			

December							
S	M	T	W	T	F	S	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				
			Christmas				
			Winter Solstice				

January							
S	M	T	W	T	F	S	
				1	2	3	
				New Years Day			
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	M.L. King Day	27	28	29	30	31

February							
S	M	T	W	T	F	S	
1	2	3	4	5	6	7	
SuperBowl	Gound Hog						
8	9	10	11	12	13	14	
			Lincoln's BD	Valentine's Day			
15	16	17	18	19	20	21	
	President's Day						
22	23	24	25	26	27	28	
Washington's BD	Mardi Gras	Ash Wed					

March							
S	M	T	W	T	F	S	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
	St. Patrick's Day			Spring Equinox			
22	23	24	25	26	27	28	
29	30	31					

The Marketing Manager System

1. Review Past Results
2. Plan→Schedule→Delegate
3. Implement

Monthly:
** Plan action steps→ Schedule them→ Delegate them

Weekly:
** Implement Action Steps

Quarterly:
** Review Recurring Marketing Procedures