

SUGGESTED PROGRAMME

Day 1

- a.m. Session 1 (Introduction - M.O.)
- a.m. Session 2 (Product Evaluation I - M.O.)
- p.m. Session 3 (Product Evaluation II - R.P.F.)
- Evening: Project

Day 2

- a.m. Session 4 (Consumer Attitudes to Smoking and Health - M.O.)
- a.m. Session 5 (Social Pressures - M.O.)
- p.m. Session 6 (Segmentation Approaches - R.P.F.)
- Evening: Project

Day 3

- a.m. Session 7 (Product Communication - R.P.F.)
- a.m. Session 8 (Advertising Restrictions - R.P.F.)
- p.m. Project
- Evening: Prepare project presentations

Day 4

- a.m. Project presentations
- p.m. General discussion/wind-up

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