

2012 Marketing Planning Calendar - 1st Qtr

Months / Weeks	January					February				March			
	1	8	15	22	29	5	12	19	26	4	11	18	25
Holidays and Special Dates	New Years Day		MLK Jr Day		Groundhog Day	Super Bowl Sunday	Valentine's Day	Presidents' Day / Ash Wed.			St. Patrick's Day		

Monthly Goal			
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Advertising

[illegible]

Online Advertising

[illegible]

Public Relations

[illegible]

Research

[illegible]