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| **Day of the Week** | **Daily Activities** | **Homework/Assignments** |
| **Monday** | * Highly effective and Not effective magazine ads |  |
| **Tuesday** | * CVTC Transcripted Credit Reg. * Due: Highly effective and not effective magazine ads |  |
| **Wednesday** | * Analyzing commercials * Answer 4 questions for each commercial * 1. Describe what happened * 2. Who is the target market * 3. How often was product shown * 4. Was it effective? |  |
| **Thursday** | * Marketing Mix: 4 P’s * Follow a Product: Week 3 |  |
| **Friday** | * Examine different “products” of peanut butter * Color effects |  |

Week 3: Monday 9/17 - Friday 9/21