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| **Day of the Week** | **Daily Activities** | **Homework/Assignments** |
| **Monday** | * Highly effective and Not effective magazine ads
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| **Tuesday** | * CVTC Transcripted Credit Reg.
* Due: Highly effective and not effective magazine ads
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| **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?
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| **Thursday** | * Marketing Mix: 4 P’s
* Follow a Product: Week 3
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| **Friday** | * Examine different “products” of peanut butter
* Color effects
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Week 3: Monday 9/17 - Friday 9/21