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| **Day of the Week** | **Daily Activities** | **Homework/Assignments** |
| **Monday** | * IKEA Case Study
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| **Tuesday** | * IKEA Case Study
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| **Wednesday** | * Place Strategy PowerPoint
* Follow a Product: Week 4
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| **Thursday** | * Follow a Product: Week 4
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| **Friday** | * Due: Follow a Product: Week 4
* Begin Products and Pricing
* Sports and Marketing
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Week 4: Monday 9/24 - Friday 9/28