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| **Day of the Week** | **Daily Activities** | **Homework/Assignments** |
| **Monday** | * Market Niche * Grocery Store Example * 6 Clothing Stores |  |
| **Tuesday** | * SWOT Analysis * Examine the SWOT analysis including some of the factors to consider for: * Best Buy * Amazon * McDonalds |  |
| **Wednesday** | * 22 Immutable Laws of Marketing * Watch Video * Describe laws 1,2,4,7,13,15,18,21 |  |
| **Thursday** | * Press Release * Read article and * 1. Describe the business (location, products, service) * 2. What is a press release? * 3. What are the advantages |  |
| **Friday** | Catch up day |  |

Week 7: Monday 10/15 - Friday 10/19