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

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