**Marketing/Entrepreneurship**

Lessons for the Week **3/25 – 3/29**

***BLKs 3—Week #10***

**Mon. 3/25**: 1. Debrief on the **Dress Rehearsal**—scoring sheets back—last grade of this

marking period

2. Discuss **Description of Target Market** Activity—look at **Slide #6 Target Market**,

how can I best display this information?

**Homework**: 1.) Slide #6 Target Market

**Tues. 3/26**: 1. **NOTES** on **Fixed VS Variable Expenses**, finish off EOU Handout bottom right,

Slide #10--work

**Homework**: 1.) Slide 10 Fixed Expenses DUE: Thurs. 3/28

**Wed. 3/27**: ***\*Juniors take SATs***

**Homework**: 1.) Slide 10 Fixed Expenses DUE: Thurs. 3/28

**Thurs. 3/28**: 1. **Slide #10 Cost Structure**—let’s discuss how to best present this, get NOTES in,

practice

2. Intro to **Slide #8 Competitive Analysis**—discuss, create

**Homework**: 1.) Slide #8 Competitive Analysis +NOTES DUE: Mon. 4/1

**Fri. 3/29**: 1. **Intro to Slide #7 Marketing Plan**—discuss, create

**Homework**: 1.) Slide #8 Competitive Analysis & Slide #7 Marketing Plan +NOTES DUE: Mon. 4/1

***Slides complete by Mon. 4/1: 1,2,3,4,5,\*6,7,8,9,\*10,12***