**Marketing/Entrepreneurship**

Lessons for the Week **11/12 – 11/21**

***BLK 1—Week #12 & #13***

**Mon. 11/12**: ***NO School—Veteran’s Day***

**Tues. 11/13**: 1. **Business Meeting**—Final Vote on class business Philanthropy & sign up for

departments, discussion of how we move forward

**Homework**: 1.) Research on your business to improve all slides complete so far: 1,2,3,4,5,6,11,14,15 +NOTES

**Wed. 11/14**: 1. **Business Meeting**

**Homework**: 1.) Research on your business to improve all slides complete: 1,2,3,4,5,6,11,14,15 +NOTES

**Thurs. 11/15**: 1. Work on **Slide #10 Competition +NOTES**

**Homework**: 1.) Slide #10 Complete +NOTES

**Fri. 11/16**: ***Mrs. Nguyen @ Babson College—Youth Entrepreneurship Summit—***

***Olivia Nguyen is the Keynote speaker***

1. Shelf Space & Slotting Fees Article (@ website) ***“The hidden war over grocery shelf space”*** –answer the 4 questions based on the article.

**Homework**: 1.) Research on your business to improve all slides complete: 1,2,3,4,5,6,10,11,14,15 +NOTES

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**Mon. 11/19**: 1. E-mail Slides 1,2,10,15 Present Tues. 11/20

2. Discussion of the article from Friday on Shelf Space & Slotting Fees

3. Supermarket Psychology <https://www.youtube.com/watch?v=RjgkQ6bq7aE>

4. How do I get my product on the shelf? <https://www.youtube.com/watch?v=tNzg8d67YFY>

**Homework**: 1.) Present Slides 1,2,10,15 Tues. 11/20

**Tues. 11/20**: 1. **Presentations of Slides 1,2,10,15**

**Homework**: 1.) Research on your business to improve all slides complete: 1,2,3,4,5,6,10,11,14,15 +NOTES

**Wed. 11/21**: ***Early Dismissal—11:20a Thanksgiving Break!***

1. Dress Rehearsal Jan. 11, 2019—**Dress Rehearsal Rubric** @ website--explained

**Homework**: 1.) Research on your business to improve all slides complete: 1,2,3,4,5,6,10,11,14,15 +NOTES

2.) Be preparing what you will wear for your dress rehearsal

***Have a great Thanksgiving!***