**Marketing/Entrepreneurship**

Lessons for the Week **2/4 – 2/8**

***BLK 1—Week #23***

**Mon. 2/4**: 1. Top of **Slide #8 Market Analysis**—we will use [www.hoovers.com](http://www.hoovers.com) &

[www.google.com](http://www.google.com) for *Industry Name & Annual Sales* (top)

**Homework**: 1.) Market Research Survey Project (500 pts) DUE: beginning of class Tues. 2/12

**Tues. 2/5**: 1. **Slide #8 Market Analysis**—Industry Name & Annual Sales +NOTES

**Homework**: 1.) Market Research Survey Project (500 pts) DUE: beginning of class Tues. 2/12

**Wed. 2/6**: ***\*Early Dismissal—Parent Conferences Make Up Date 1-3p***

1. Work on Slides needing work/attention

**Homework**: 1.) Market Research Survey Project (500 pts) DUE: beginning of class Tues. 2/12

**Thurs. 2/7**: 1. Explanation of **Target Market Size Slide #8** \*use [www.census.gov](http://www.census.gov) etc., check out

student examples (we will hopefully finish the tip of the triangle next week when

your Market Research Project is done)

**Homework**: 1.) Market Research Survey Project (500 pts) DUE: beginning of class Tues. 2/12

**Fri. 2/8**: 1. Work on **Target Market Size Slide #8** \*use [www.census.gov](http://www.census.gov) etc., check out

student examples (we will hopefully finish the tip of the triangle Tuesday when

your Market Research Project is complete)

**Homework**: 1.) Market Research Survey Project (500 pts) DUE: beginning of class Tues. 2/12