**Marketing/Entrepreneurship**

Lessons for the Week **2/11 – 2/15**

***BLK 1—Week #24***

**Mon. 2/11**: 1. Officially assigning New Slide Deck (@ website) **Slide #3 Title Slide** +color

scheme & logo

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

2.) Slide #3 Title Slide DUE: Wed. 2/13

**Tues. 2/12**: 1. **Collect Market Research Survey Projects** (500 pts), now look at old business plan

template **Slide #8 Market Analysis** & finish populations

2. Work on **Slide#3 New Title**, due tomorrow

**Homework**: 1.) Slide #8 Market Analysis + New Title Slide Presented Thurs. 2/14

2.) Slide #3 Title Slide DUE: Wed. 2/13

**Wed. 2/13**: 1. Briefly **discuss your presentation for tomorrow**, 2/14, e-mail slides BEFORE class

2. Work on **New Title Slide & #8 Market Analysis** (copy out only those 2 slides & e-mail before class

tomorrow) & practice how you will present, look @ grading rubric @ website

**Homework**: 1.) Slide #8 Market Analysis + New Title Slide Presented Thurs. 2/14

See the source image

**Thurs. 2/14**: 1. **PRESENT** New Title + #8 Market Analysis

2. As time permits, discuss **New Slide Deck Slides 4-9**, how we will proceed

**Homework**: 1.) Look over New Slide Deck slides 4-9

**Fri. 2/15**: ***\*Mrs. Nguyen not here—SUB***

1. Discussion of Slides 4-9 in New Slide Deck, **Save NEW TEMPLATE no instructions** & we will use this from now on as I label slides we will complete
2. Work on completing Slides:
   * #1 Title (done)
   * #2 Problem/Opportunity
   * #3 Value Proposition
   * #4 Underlying Magic

**Homework**: 1.) Slides (NEW) 1,2,3,4 DUE: next week, we will chat about it again Wednesday 2/20 \*long wknd

***President’s Day Weekend (see you next Wed. 2/20)***