**Marketing/Entrepreneurship**

Lessons for the Week **2/25 – 3/1**

***BLK 1—Week #26***

**Mon. 2/25**: 1. **Presentations** of NEW Slides 1,2,3,4,5,12

**Homework**: 1.) Continue to improve/tweak your slides in the NEW template—final presentations are not that

far off—slides complete: 1,2,3,4,5,

**Tues. 2/26**: 1. Discussion of **Features/Benefits** as it relates to **Slide#4 Value Proposition**

2. Features/Benefits PowerPoint (2 slides)—instructions & example at website

**Homework**: 1.) Features/Benefits PowerPoint DUE: e-mailed BEFORE class & presented on Thurs. 2/28

**Wed. 2/27**: 1. Work on **Features/Benefits PowerPoint** (2 slides), instructions @ website

**Homework**: 1.) Features/Benefits PowerPoint DUE: e-mailed BEFORE class & presented on Thurs. 2/28

**Thurs. 2/28**: 1. **Features/Benefits Presentations** (200 pts)

2. Does this help you improve or focus more on your Slide #4 Value Proposition?

**Homework**: 1.) Improve your NEW Slides 1,2,3,4,5

**Fri. 3/1**: 1. **NEW Slide #8 Competitive Analysis**—discuss what might go on this one

2. \*heads up that you will be expected to begin presenting these new slides next week!

A few at a time until they are all finished and we can string them along ALL 11

**Homework**: 1.) NEW Slides that should be pretty firmed up 1,2,3,4,5,6,8,9,\*10 except B/E, 12 +NOTES