**Week 4**

**Exploring Your Market (Chapter 6 & 7)**

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| Week 4 | Readings: Exploring Your Market (Chapter 6)  View week 4 content and presentation  Case Study: Amazing Customer Service Propels Amazon pg. 344  Assignment: (Stage Two of the Business Plan Project) Marketing & Research sections of business plan.  AHA! Journaling |

**Assignment 15 Case Study**

\_\_\_\_\_\_ Amazon Case Study Total Points \_\_\_\_\_\_/100

**Assignment 16** The Business Plan Project State 2: Research & Marketing

\_\_\_\_\_\_\_ **Task #1** **Consumer Analysis** Total Points \_\_\_\_\_\_/100

**Assignment 17** The Business Plan Project State 2: Research & Marketing

\_\_\_\_\_\_\_ **Task #2 Market Analysis**  Total Points \_\_\_\_\_\_/100

**Assignment 18** The Business Plan Project State 2: Research & Marketing

\_\_\_\_\_\_\_ **Task #3 Marketing Mix Chart**  Total Points \_\_\_\_\_\_/100

**Assignment 19** The Business Plan Project State 2: Research & Marketing

\_\_\_\_\_\_\_ **Task #4 Media Type Promotional Chart**  Total Points \_\_\_\_\_\_/100

**Assignment 20** The Business Plan Project State 2: Research & Marketing

\_\_\_\_\_\_\_ **Task #5 Business Logo & Advertising/Promotional Method**  Total Points \_\_\_\_\_\_/100

**Assignment 21 AHA! Journaling minimum 250 words.**

This week’s topics: Amazon Case Study, Consumer Analysis, Market Analysis, Marketing Mix, Media Types and Promotional Methods, Business Logo