**Week 5 (Revised)**

**Developing the Right Marketing Mix & Plan (Chapter 7)**

**Integrated Marketing (Chapter 9)**

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| Week 5 | Readings: Developing the Right Marketing Mix & Plan & Integrated Marketing (Chapter 7 & 9)  View week 5 content and presentation  Discussion Question: Go to the discussion forum for week 5 and respond by Wednesday. Brainstorm and share five creative ways for a small business with a very low budget to advertise and promote its products or services using the latest developments in communications and Internet technology.  Make your post with in the first 3 days of the week. Visit two other classmate’s suggested sites and provide thoughtful feedback.  Assignment: (Stage Two of the Business Plan Project) Marketing & Research sections of business plan. Cont.  AHA! Journaling |

**Assignment 22 Case Study**

\_\_\_\_\_\_ Russell Simmons Case Study Total Points \_\_\_\_\_\_/100

**Assignment 23 Discussion Forum**

\_\_\_\_\_\_ Go to the discussion forum for week 5. Dual students use eCourseware for discussion. Non-dual use RCampus for discussion forum.

Brainstorm and share **five** creative ways for a **small business** with a **very low budget** to **advertise** and **promote** its products or services using the **latest developments** in **communications** and **Internet** technology.

\_\_\_\_\_\_ Reply to two other posts before the end of the week. Total Points \_\_\_\_\_\_/100

**Assignment 24 Integrated Marketing Activity** Total Points \_\_\_\_\_\_/100

**Assignment 25 AHA! Journaling 200 words**

**This week’s topics:** Russell Simmons Entrepreneur, Integrated Marketing, Low budget marketing