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| March 13 | **Test 2- Ch 6,8,9 & 10** |  |
| March 30 | Ch 11 Product branding Decisions |  |
| April 1 | Ch 11 Product branding Decisions | **Chapter 11 Assessment due April 1 at 11.59pm** |
| April 3 | Ch 12 Developing new products |  |
| April 6 | Ch 12 Developing new products | **Chapter 12 assessment due April 6 at 11.59pm** |
| April 8 | Ch 15 Strategic pricing methods and tactics |  |
| April 15 | Ch 15 Strategic pricing methods and tactics | **Chapter 15 assessment due April 15 at 11.59pm** |
| April 17 | Ch 17 Retailing and Omnichannel Marketing |  |
| April 20 | Ch 17 Retailing and Omnichannel Marketing | **Chapter 17 assessment due April 20th at 11.59pm** |
| April 22 | Test 3 Ch 11,12, 15 &17 |  |
| April 24 | Ch 18 Integrated Marketing Communications |  |
| April 27 | Ch 18 Integrated Marketing Communications | **Chapter 18 assessment due April 27 th at 11.59pm** |
| April 29 | **Mrs. Julia Jordan- Managing Director, Goosehead Insurance** |  |
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