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| May 30 am | Ch. 8 create the product |  |
| May 30 2-5pm | Project time | Study for exam |
| May 31 | Ch 9 manage the product | Read Ch. 10 |
| June 1 | **Test 2- ch 5,7,8, 9** | Read Ch 11 |
| June 2 | Ch 10 Services and other intangibles | Read Ch 12 |
| June 6 am | Ch 12 Traditional and new media |  |
| June 6 pm  | If we don’t have speaker then project time |  |
| June 7 | ch 16 Retailing | Read Ch 16 |
| June 8 | Test 3 Ch.10, 12 & 16 | Study for exam |
| June 9 am | Projects are due |  |
| June 9 pm | **Presentation of project** |  |