



**Start Date:** June 1, 2026 | **End Date:** Aug 23, 2026 | All times Eastern

Period	Module	Evaluations & Weight	Evaluation Due Date
June 1 – June 7	1 – Industry Analysis	Assignment #1	June 7 – 11:59 p.m.
June 8 – June 14	2 – Competitive Analysis	Quiz	June 14 – 11:59 p.m.
June 15 – June 21	3 – Financial Insights	Assignment #2	June 21 – 11:59 p.m.
June 22 – June 28	4 – Target Audience Segmentation	Quiz	June 28 – 11:59 p.m.
June 29 – July 5	5 – Strategic Alternatives	Assignment #3	July 5 – 11:59 p.m.
July 6 – July 12	6 – Final Strategic Recommendations	Quiz	July 12 – 11:59 p.m.
July 13 – July 19	7 – Marketing and Brand Strategy	Assignment #4	July 19 – 11:59 p.m.
July 20 – July 26	8 – Tactical Marketing Plan	Quiz	July 26 – 11:59 p.m.
July 27 – Aug 2	9 – Presentation Practice Run	Practice Presentation Slides	Aug 2 – 11:59 p.m.
Aug 3 – Aug 9	10 – Final Plan Presentation	Final Presentation (100%)	Aug 9 – 11:59 p.m.
Aug 10 – Aug 16	11 – Post-Presentation Reflection	Personal Reflection	Aug 16 – 11:59 p.m.
Aug 17 – Aug 23	12 – Wrap Up and Final Notes	No Assignment	Aug 23 – 11:59 p.m.