Unit 7

**Activity 7-5 Calendar**

**Directions:** You are almost finished with the promotional plan. The next step is to create a calendar of events using electronic spreadsheet software.

1. Prepare a calendar of events for your promotional plan. Create a spreadsheet with the following information.
   1. list each activity;
   2. the person responsible for each activity;
   3. the start date to create the marketing piece or begin the activity;
   4. the end date to finish the marketing piece or end the activity;
   5. the metrics that will be used to measure the activity;
   6. if appropriate, the date the materials are due to the printer, newspaper, etc., and
   7. any other necessary information.
2. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_UnitActivity7-5.doc (i.e., JohnSmith\_UnitActivity7-5.docx).