**Marketing Dynamics**

**Unit 1, Lesson 4 Student Directions**

**Independent Practice (LSI Quadrant III):**

**SWOT (Strengths, Weaknesses, Opportunity, Threats) Analysis Project** (Team Project: two students per team)

1. Each team will use poster board dividing into four sections. The sections will be labeled as follows:
   1. Strengths
   2. Weaknesses
   3. Opportunities
   4. Threats
2. Students will choose their favorite sports team. It could be a team at your high school or a professional team. You will identify each of the SWOT elements for your team.
3. Each group will present their SWOT analysis the class.

This project will be evaluated using the assigned rubric.