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|  | **Online Marketing** | **Strategic Management** |
| Individual | Paper on company; apply the theories of marketing and online marketing  (week 20) | Presentation on company; different from team industry and company; apply the theories of strategic management  (week 15, 16, 17) |
|  | Presentation on website of this same company  (starting week 5) |  |
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| Team | Presentation information on country  (week 2,3,4) | Presentation on articles  (week 2,3,4) |
|  | Presentation chapters from book  (weeks see PP) | Presentation on industry; apply the theory of disruptive innovation  (week 11,12) |
|  |  | Presentation on company in the same industry; apply the theory of disruptive innovation  (starting week 6) |
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