

<http://marketingteacher.com/lesson-store/exercise-swot.html>

if you go to the above website (at the bottom) there are swot analysis for quite a few companies. I use the Nike one and divide the class and they each are assigned one of the elements and to report to the class which nikes Strengths, etc. Some times we use the "Big paper" to list them. I think this helps them.

I have then do an analysis for an actual event (DECA project, football game, etc.) They can relate to the event and it serves the purpose.

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Tim,

I have had them do a SWOT on themselves and have tried a SWOT on the high school. They seem to be able to relate to the high school and they know more about it than some other things. Good Luck

Stephanie