**Marketing/Entrepreneurship**

Lessons for the Week **8/27 – 8/31**

***BLK 1—Week #1***

**Mon. 8/27**: **NO SCHOOL**

**Tues. 8/28**: 1. **\*Introductions**, go over course outline (**signatures needed**, it’s @ website), \*NYC

Permission slip, check out class website

1. Important Dates (put dates in agenda!), set up of course

**Homework**: 1.) course outline (100 pts.) & permission slip signed by Wed. 8/29, all supplies by Tues. 9/4

**Wed. 8/29**: 1. Collect signatures, permission slips

2. Brainstorm **Businesses you know**—names, ownership type, what sell? Color

scheme, logo, how advertise

3. What is **Social Entrepreneurship**? Should this effect your business decisions?

**Homework**: 1.) Supplies by Tues. 9/4 (100 pts., 5 items—pen, pencil, 1 sub. ntbk, USB drive, calculator)

**Thurs. 8/30**: 1. What is a **Trend**? What is a **Target Market**? Check out & discuss

[www.downsdesigns.com](http://www.downsdesigns.com), <http://www.specs4us.com/>, <http://K9resorts.com>,

<https://casketwraps.com/>, and [www.springwise.com](http://www.springwise.com), [www.coolbusinessideas.com](http://www.coolbusinessideas.com)

[www.entrepreneur.com](http://www.entrepreneur.com) , and [www.nfte.com](http://www.nfte.com)

**Homework**: 1.) Supplies by Tues. 9/4 (100 pts., 5 items—pen, pencil, 1 sub. ntbk, USB drive, calculator)

**Fri. 8/31**: 1. More work together on trends & target markets, discuss homework assignment to

stand & share next Tuesday--

1. Name of the Product/Service/Company and what it is or does or how it works
2. What is the TREND this product/service is taking advantage of?
3. Who is the TARGET MARKET for this product/service? \*tell me 3 things about these people

**Homework**: 1.) Supplies by Tues. 9/4 (100 pts., 5 items—pen, pencil, 1 sub. ntbk, USB drive, calculator)

2.) Share your Company/Trend/Target Market Tues. 9/4 standing @ your seat 200 pts.