**Marketing**

Lessons for the Week **1/17 – 1/25**

***Week #1 & #2—Blk 3***

**Thurs. 1/17**: ***Welcome to Spring Semester 2019!!***

1. **\*Introductions**, go over course outline (**signatures needed**, @ website), \*NYC Permission slip, check out class website—in progress
2. Important Dates, set up of course

**Homework**: 1.) course outline (100 pts.) & permission slip signed by Tues. 1/23, all supplies by Mon. 1/29

**Fri. 1/18**: 1. Collect signatures, permission slips

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

scheme, logo, how advertise

1. What is a **Trend**? What is a **Target Market (2 things)?** Check out & discuss [www.downsdesigns.com](http://www.downsdesigns.com), [www.redmangousa.com](http://www.redmangousa.com), <http://K9resorts.com>, <http://tilwemeetagain.net>, 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) explain homework assignment

**Homework**: 1.) Supplies by Mon. 1/29 (100 pts., 5 items—pen, pencil, 1 sub. ntbk, USB drive, calculator)

2.) Name a Trend & specific example of a product or service taking advantage of

that trend & who is their target market? Share Wed. 1/24

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**Mon. 1/21**: ***NO School—Martin Luther King Day***

**Tues. 1/23**: 1. **Share** (stand at seat) (1) Trend (2) product/svs taking advantage of it (3) target

Mkt—***2*** things. THINK! (100 pts.)

1. **E-mail accounts** –& e-mail me the answer to: ***Where do business ideas come from?***

**Homework**: 1.) Think of a business idea you can start with by Mon. 1/29, type ¶, print before class, share,

(\*if you will have a partner this is done together-- ¶ and share) all supplies by Mon. 1/29

**Wed. 1/24**: 1. Check e-mail; make sure I have you in my address book so you will receive

important e-mails from me, \*check e-mail & website daily for what you need

1. Where do business ideas come from? **6 Roots of Opportunity** (NOTES)
2. **Explore company sites** in small groups and present findings in front of class, everyone must participate

**Homework**: 1.) Think of a business idea you can start with by Mon. 1/29, type ¶, print before class, share,

(\*if you will have a partner this is done together-- ¶ and share) all supplies by Mon. 1/29

**Thurs. 1/25**: 1. What is **Social Entrepreneurship**? Should this effect your business decisions?

**Homework**: 1.) Think of a business idea you can start with by Mon. 1/29, type ¶, print before class, share,

(\*if you will have a partner this is done together-- ¶ and share) all supplies by Mon. 1/29

**Fri. 1/26**: