**Marketing/Entrepreneurship**

Lessons for the Week **1/7 – 1/18**

***BLK 1—Week #19 & #20***

**Mon. 1/7**: 1. \*Reminder of ***Pierogi Business Project*** DUE: Wed. 1/9 beginning of class

2. \*Reminder ***Dress Rehearsal*** Friday 1/11—e-mail Slides 1,2,\*7,15 by midnight Wed. 1/9 3. Get **Slide #7** in order, **NOTES**, e-mail BEFORE class tomorrow, present \*200 pts

**Homework**: 1.) E-mail Slide #7 BEFORE class tomorrow, Tues. 1/8, present 200 pts.

2.) Dress Rehearsal is Fri. 1/11, you will present Slides 1,2,\*7,15, **e-mail slides by midnight**

**Wed. 1/9** or you will NOT have slides to present for the dress rehearsal!

2.) Pierogi Business PROJECT DUE: Wed. 1/9 beginning of class

**Tues. 1/8**: 1. **Present Slide #7** (200 pts. + practice for Friday’s dress rehearsal)

2. In time remaining, improve Slide #7 and/or get Pierogi Project in order

**Homework**: 1.) Dress Rehearsal is Fri. 1/11, you will present Slides 1,2,\*7,15, **e-mail slides by midnight**

**Wed. 1/9** or you will NOT have slides to present for the dress rehearsal!

2.) Pierogi Business PROJECT DUE: Wed. 1/9 beginning of class, NO LATE Projects!

**Wed. 1/9**: 1. **Collect Pierogi Business Project** Documents (500 pts)

2. Intro to **Slide #13 Start Up Funds**—what is **sweat equity**? Let’s look at **\*NOTES**

to help us with Emergency Fund and Cash Reserve, we only do top of this slide

for now, NO ROI/ROS yet

**Homework**: 1.) Slide #13 +NOTES DUE: printed (w/ NOTES) Thrus. 1/10 end of class

2.) Dress Rehearsal is Fri. 1/11, you will present Slides 1,2,\*7,15, **e-mail slides by midnight**

**Wed. 1/9** or you will NOT have slides to present for the dress rehearsal!

**Thurs. 1/10**: 1. Any questions for dress rehearsal tomorrow? \*Slides will be on desktop & ready for you

2. Work on **Slide #13 Start Up Funds +NOTES—DUE today by end of class**

**printed w/ NOTES**

**Homework**: 1.) Dress Rehearsal in the Main Conference Hall tomorrow

**Fri. 1/11**: ***Dress Rehearsal—90 min.—Present 1,2,\*7,15***—

200 pts. Professionalism/200 pts. Presentation/Content

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**Mon. 1/15**: FINAL EXAMS for Blks 2 & 3

**Tues. 1/15:** FINAL EXAMS for Blks 4 & 5

**Wed. 1/16**: ***NO SCHOOL—MAKE UP EXAM DAY***

**Thurs. 1/17:** Semester #2 Begins . . .

***\*I will conduct a survey***

1. **Introduction to Marketing**—be able to define, **5 P’s of Marketing** (NOTES)

**Homework**: 1.) Be thinking of appropriate questions to ask your target market—things you think you know but

want proof, things you want to know, what might help you to know for specific slides?

**Fri. 1/18**: 1. **Survey Results**—brief comments on its usefulness for your business

1. ***4 Questions*** (website), e-mail before class Tues. 1/22, 100 pts. ***\*give this plenty of thought as it will help you with one of the business plan slides!***

**Homework**: 1.) 4 Questions DUE: e-mailed before class Tues. 1/22