**Marketing/Entrepreneurship**

Lessons for the Week **1/21 – 1/25**

***BLK 1—Week #21***

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

**Tues. 1/22:** 1. Work on **Slide #13 Start Up Funds +NOTES—DUE e-mailed today by midnight**

**Homework**: 1.) Slide #13 +NOTES (\*NO ROI/ROS) DUE: e-mailed by midnight tonight (100 pts)

**Wed. 1/23**: ***\*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?

**Thurs. 1/24:** 1. **Survey Results**—brief comments on its usefulness for your business

1. ***4 Questions*** (website), e-mail before class Fri. 1/25, 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 Fri. 1/25

**Fri. 1/25**: 1. **Discuss 4 Questions**—transfer to **Slide # 8 Market Analysis** (chart)

2. Who is your **target market** really? \*Mrs. N can tell you the shoe store story (Elaine

Thomas, Hartford entrepreneur)

**Homework**: 1.) Work on Slide #8 Market Analysis (chart—Description of Target Consumer)