**Marketing/Entrepreneurship**

Lessons for the Week **9/10 – 9/14**

***BLK 1—Week #3***

**Mon. 9/10**: 1. **Explore company sites** in small groups and present findings in front of class,

everyone must participate  
 **E-mail**: (1) What do they sell? (2) Who is their target market? (3) What trend are they

taking advantage of? \*make sure each person in your group gets a copy of this e-mail too

**Homework**: 1.) Think of a business idea you can start with by Wed. 9/12, handwrite ¶, hand in beginning, share

2.) Interview an Entrepreneur Memo DUE: Fri. 9/14, typed in proper format, printer before

class, signed, share \*200 pts

**Tues. 9/11**: 1. **6 Roots of Opportunity** NOTES--discussion

2. ***Ten9Eight: Shoot for the Moon*** (NFTE movie, 84 min.) EXCELLENT!!

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2.) Interview an Entrepreneur Memo DUE: Fri. 9/14, typed in proper format, printer before

class, signed, share \*200 pts

**Wed. 9/12**: 1. biz idea ¶ (100 pts.) Stand at your seat and **share your preliminary business idea**

1. s). partners stand together, each speaks. Seating arrangement changes soon.

2. Finish **Movie** (from Tues)--discussion

**Homework**: 1.) Interview an Entrepreneur Memo DUE: Fri. 9/14, typed in the proper format,

printed, signed, share (memos are always 200 pts)

**Thurs. 9/13**: 1. Get **Business Plan Templates** from the website—PowerPoint & Written

* grading rubrics posted, discuss Slides #1 & 2 briefly, video clips

**Homework**: 1.) Interview an Entrepreneur Memo DUE: Fri. 9/14, typed in the proper format,

printed, signed, share (memos are always 200 pts)

**Fri. 9/14**: ***\*collect Interview MEMO (signed initials)***

1. **Stand & share** a little about your interview
2. **Naming your business**—discussion Do’s & Don’ts

**Homework**: 1.) Be researching your business’ competition—spy on them!