**Marketing/Entrepreneurship**

Lessons for the Week **2/14 – 2/22**

***BLK 3—Weeks #4 & #5*** \*2 snow days

**Thurs. 2/14**: 1. Work on your **Elevator Pitch** and **Title Slide** (\*see grading rubric @ website)

* I will teach you how to copy/paste out only the slides you need to present
* Make sure your title slide has all information needed (except social media presence—we will work on that), try out different color schemes, be working on a logo—the title slide will take some time to get the way you will want it, let’s discuss how you put **NOTES under all slides** when complete of what you will say when you present—change over time

**Homework**: 1.) Elevator Pitch & Title Slide DUE: e-mailed BEFORE class Wed. 2/20, presented 200 pts

**Fri. 2/15**: ***\*Mrs. Nguyen not here—SUB***

1. Work on your ***Elevator Pitch & Title Slide*** (see yesterday above), you will present when we return from the long weekend (200 pts)

**Homework**: 1.) Elevator Pitch & Title Slide DUE: e-mailed BEFORE class Wed. 2/20, presented 200 pts

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**Mon. 2/18**: NO SCHOOL—President’s Day

**Tues. 2/19**: NO SCHOOL—Teacher PD Day

**Wed. 2/20**: 1. **Presentations** of Elevator Pitch & Title Slide—comments/improvements after

**Homework**: 1.) Be researching your competition and thinking about what makes you special or different

**Thurs. 2/21**: 1. **5 Types of Businesses** NOTES, discussion

2. What is **Business Opportunity**?

* What problem does your business solve? Why you & not your competition? What makes you so special or different? Can you find any statistics that back up why we need you? Is there a need for what you offer? Prove it. What makes you think you can make $ selling this product or service?

**Homework**: 1.) MEMO/Write up on your **Business Opportunity** DUE: Mon. 2/25 e-mailed BEFORE class

(\*this one you can’t sign)

**Fri. 2/22**: Discuss—**Competitive Advantages** NOTES (6), copy notes from website into

your notebook, I will grade this next week—you NEED these notes!

1. Work on your **MEMO—Business Opportunity**—research!! \*see yesterday above

**Homework**: 1.) MEMO/Write up on your **Business Opportunity** DUE: Mon. 2/25 e-mailed BEFORE class