**Marketing/Entrepreneurship**

Lessons for the Week **2/11 – 2/15**

***BLK 3—Week #4***

**Mon. 2/11**: 1. Review of **Elevator Pitch**—what is it? How can I get your attention? \*video

1. **Title Slide**—check it out, discuss **slogans**, what makes a good one?

**Homework**: 1.) Elevator Pitch & Title Slide DUE: e-mailed BEFORE class Wed. 2/13, presented 200 pts

**Tues. 2/12**: 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. 2/13, presented 200 pts

**Wed. 2/13**: 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. 2/14**: 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: Wed. 2/20 e-mailed BEFORE class

 (\*this one you can’t sign)

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

1. 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: Wed. 2/20 e-mailed BEFORE class

 (\*this one you can’t sign)

***President’s Day Weekend (see you next Wed. 2/20)***