**Marketing/Entrepreneurship**

Lessons for the Week **9/24 – 9/28**

***BLK 1—Week #5***

**Mon. 9/24**: 1. Group work small/whole to brainstorm replacement activity/business for NYC

experience.

**Homework**: 1.) Be researching the competition & statistics to support your target mkt for your business

**Tues. 9/25**: 1. Any info/ideas materialize from yesterday’s group brainstorm? Update—

2. **5 Types of Businesses** –NOTES

3. Small groups—discussion of **3 main forms of Legal Business Ownership**

**Homework**: 1.) Be researching the competition & statistics to support your target mkt for your business

**Wed. 9/26**: 1. **Discussion/E-mail**

**1.)** What **type** of business are you and WHY?

**2.)** What will your **legal form of ownership** be and WHY?

2. Written Business Plan 1.2 & 1.3

**Homework**: 1.) Written Business Plan 1.2 & 1.3 DUE: TBD

**Thurs. 9/27**: 1. Check out [www.dogbreathphoto.com](http://www.dogbreathphoto.com) What is her educational background? What is

her competitive advantage?

2. **“Pupparazzi”** debuted last week on National Geographic (44 min)

<https://www.nationalgeographic.com/tv/pupparazzi/>

**Homework**: 1.) Written Business Plan 1.2 & 1.3 DUE: TBD

**Fri. 9/28**: 1. Discuss **1.1 Business Opportunity**, examples, get to work researching

**Homework**: 1.) Written Business Plan 1.1-1.3 DUE: TBD