**Marketing/Entrepreneurship**

Lessons for the Week **10/15 – 10/19**

***BLK 1—Week #8***

**Mon. 10/15**: \*1. Permission Slips for ***Youth Entrepreneurship Conference*** @ Babson College

Fri. Nov. 16th –only first 22 permission slips returned can go (2 vans),

2 businesses enter the Pitch Contest that day for chance to win $100

2. **Business Meeting**—what idea might we go with? What departments do we need?

Can we get started?

3. Other miscellaneous items to share/discuss

**Homework**: 1.) Research for your business, make sure you know your competition and can begin to figure

out your 3 competitive advantages (what makes you different or speciL)

**Tues. 10/16**: 1. Introduce **Slide #3 Problem/Unmet Need**, discuss, examples, Written 1.1 help?

2. Introduce **Slide #4 Solution**, discuss, examples

**Homework**: 1.) Slides 3 & 4 +NOTES DUE: presented Fri. 10/19

**Wed. 10/17**: ***Early Dismissal—11:20a***

1. Introduce **Slide #5 Description of Product/Service**, discuss, examples

**Homework**: 1.) E-mail Slides 1,2,3,4,5,15 +NOTES DUE: e-mail before class Fri. 10/19 & present (200 pts)

**Thurs. 10/18**:1. **Work on Slides #1,2,3,4,5,15 +NOTES**, e-mail BEFORE class Fri. 10/19 & present

2. We will work on any class business we need to attend to if time

**Homework**: 1.) E-mail Slides 1,2,3,4,5,15 +NOTES DUE: e-mail before class Fri. 10/19 & present (200 pts)

**Fri. 10/19**: 1. **Present Slides 1,2,3,4,5,15** (200 pts)

2. E-mail a Self-Evaluation (1) 1 thing I did well today (2) 1 thing I will work on for next

Time

3. **Business Meeting**????

**Homework**: 1.) Continue your research and improvement of slides introduced so far (1,2,3,4,5,15)