

**Entrepreneurship Promotions (Master)**

Teacher: Dana Stanton

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<b>Content</b>	<b>Skills</b>	<b>Learning Targets</b>	<b>Assessment</b>	<b>Resources &amp; Technology</b>
<p><i>UEQ:</i></p> <ul style="list-style-type: none"> <li>•What is the definition of an entrepreneur and promotions?</li> <li>•How advertising and promotions have affected our society and economy?</li> <li>•What entrepreneurs/groups need?</li> <li>•What impact have various entrepreneurs left on our country?</li> </ul> <p><b>A. Entrepreneurship</b></p> <p>A1. Definition                      A2. Impact Entrepreneurs Have Left                      A3. Communication Skills                      A4. Math &amp; Problem Solving Skills</p>	<p><b>A. Entrepreneurship</b></p> <p>A1. Define entrepreneurship and promotions.                      A2. Identify successful promotions and advertising.                      A3. Identify various communication avenues in social media and advertising.                      A4. Identify collaboration and problem solving solutions for ineffective promotions.</p> <p><b>B. Promotions</b></p> <p>B1. Describe the different types of businesses: Retail, wholesale, distributor,</p>	<p><b>A. Entrepreneurship</b></p> <p><b>DIFF</b> = Students can choose whichever entrepreneur they want. They can present via PowerPoint, orally, in written format, a skit, a song, or any approved method by the instructor.</p> <p><b>B. Promotions</b></p> <p><b>DIFF</b> = Students can present via PowerPoint, orally, in written format, a skit, a song, or any approved method by the instructor.</p>	<p><b>A. Entrepreneurship</b></p> <p>A1. Venn diagram to show relationship between math skills and entrepreneurship.                      A2. Create a promotion strategy.                      A3. In groups of two research different groups in the community and schools to promote.                      A4. Write a reflection paper on how well the promotion and advertisement strategies turned out.</p> <p><b>B.Promotions</b></p> <p>B1. If students start business, adjust the time to allow them to get their business going.                      B2. In groups, each group</p>	<p><b>A. Entrepreneurship</b></p> <p>A1. Use the internet to research promotion strategies.                      A2. How to give an effective presentation 📄                      A3. Invite coaches in to speak once a week to find out needs and wants for promotions.</p> <p><b>B. Promotions</b></p> <p>B1. Use internet to research entrepreneurs.                      B2. How to give an effective presentation 📄</p> <p><b>C. Business Plan</b></p> <p>C1. Use internet to research business plans.                      C2. Small Business</p>

<p><i>UEQ:</i></p> <ul style="list-style-type: none"> <li>•What types of ownership are there?</li> <li>•What are the advantages and disadvantages of the different types of ownership?</li> <li>•What are the legal forms of business ownership?</li> <li>•What are the different types of businesses?</li> <li>•What are the advantages and disadvantages of the different types of businesses?</li> </ul> <p><b>B. Ownership</b></p> <p>B1. Different Types                  B2. Advantages and Disadvantages of Different Types                  B3. Legal Forms of Businesses                  B4. Advantages and Disadvantages of Legal Forms</p>	<p>manufacturer, processor, producer, franchise, and family owned.</p> <p>B2. Compare and contrast the advantages and disadvantages of the different types of businesses.</p> <p>B3. Describe the different types of legal forms: Sole proprietor, partner, S corporation, corporation, LLC, and LLP.</p> <p>B4. Compare and contrast the advantages and disadvantages of the different legal forms.</p> <p><b>C. Business Plan</b></p> <p>C1. Describe a business plan.                  C2. Explain the purpose of a promotion plan and cycle.                  C3. Identify different considerations promotion strategies.                  C4. Create a business plan.</p>	<p><b>C. Business Plan</b></p> <p><b>DIFF</b> = Students can choose whatever business they want to write a business plan for.</p> <p><b>D. Customer Need</b></p> <p>C1. Students will research high demand products.                  C2. Students can survey target market options to find the product in the highest demand.                  C3. Students can find a vendor that produces the product in high quality for the lowest cost.</p>	<p>research a type of business and a legal form and present to the class.</p> <p><b>C. Business Plan</b></p> <p>C1. Write a business plan.</p> <p><b>D. Customer Need</b></p> <p>C1. Student communication with customer will determine success.                  C2. Finding the correct target market will determine success of student product.</p>	<p>Administration: Small Business Success: <i>An Information and Resource Guide for Startup and Growth</i></p> <p><b>D. Customer Need</b></p> <p>C1. Use internet to research and find materials and ideas for customer.                  C2. Devices need to communicate with customers.</p>
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<p><i>UEQ:</i></p> <ul style="list-style-type: none"> <li>•What is a business plan and why is it necessary?</li> <li>•What are the different elements of a business plan?</li> <li>•What things should I consider when deciding to start a business?</li> <li>•What business do I want to write a business plan for?</li> </ul> <p><b>C. Business Plan</b></p> <p>C1. Purpose C2. Elements C3. My Business Plan</p> <p><b>D. Customer Need</b></p> <p>C1. Research C2. Survey C3. Pick Product C4. Order Product</p>	<p><b>D. Customer Need</b></p> <p>C1. Choose strategic promotions and advertising C2. Choose survey options that will allow for the most input. C3. Find a vendor that will produce products with high quality at a low cost.</p>			
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