

Entrepreneurship I
Randice Nelson

1/12-1/16

| | TEKS for the week | Objectives | Lesson |
|-----------|-------------------|---|--|
| Monday | | 1. To evaluate the promotional mix. 2. To understand the key components of a business plan. 3. To interpret market research. 4. To describe the unique value proposition of a product or service which provides a competitive edge against existing competitors. | <ul style="list-style-type: none">- Business Planning Basics- Assessment- Your Family or Friend's Market Segments Activity |
| Tuesday | | | <ul style="list-style-type: none">- Promotional Mix- Assessment- Promotional Mix Project |
| Wednesday | | | <ul style="list-style-type: none">- Market Research- Assessment- Promotional Mix Project |
| Thursday | | | <ul style="list-style-type: none">- Final Assessment- SWOT Activity- Promotional Mix Project |
| Friday | | | <ul style="list-style-type: none">- Gmetrix |