

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.	- Business Planning Basics - Assessment - Your Family or Friend's Market Segments Activity
Tuesday			- Promotional Mix - Assessment - Promotional Mix Project
Wednesday			- Market Research - Assessment - Promotional Mix Project
Thursday			- Final Assessment - SWOT Activity - Promotional Mix Project
Friday			- Gmetrix