

Entrepreneurship II
Randice Nelson

12/1-12/5

	TEKS for the week	Objectives	Lesson
Monday	7(A-H)	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.	- <i>Business Planning Basics</i> - Assessment - Your Family or Friend's Market Segments Activity
Tuesday			- Competitive Analysis Project
Wednesday			- <i>Promotional Mix</i> - <i>Assessment</i> - Competitive Analysis Project
Thursday			- Promotional Mix Project
Friday			- Promotional Mix Project