

Entrepreneurship II
Randice Nelson

12/8-12/12

	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>Market Research Assessment</i> - Promotional Mix Project
Tuesday		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	- Final Assessment - SWOT Activity
Wednesday		1. To identify and evaluate the elements of the promotional mix. 2. To analyze and explain the different types of marketing and sales strategies, including digital and social media marketing. 3. To discuss effective digital marketing activities for a company. 4. To discuss the importance of a company's online presence	- Business Planning Basics & Promotional Mix - Assessment
Thursday			- Promotional Mix Presentations
Friday			- Review