



The first semester of FSJ is **Strategic Entrepreneurship**, which will focus on how to start, manage, and grow a successful business from the ground up. You will participate in hands-on projects to put entrepreneurial ideas into practice and develop computer skills in Microsoft Word, Excel, PowerPoint, and Publisher. Most of all, you will have fun while doing all of this!

SUGGESTIONS: Stay organized, be productive, and keep deadlines in mind. Refer to these weekly sheets for your assignments and due dates; use the quarterly syllabus to plan further ahead. Tests and major projects should never be a surprise! Use our class website (www.myfinanceclass.com) as a resource at school and as a way to stay connected from home.

Monday, September 16**Day 22***Today's Topic: "Marketing Mix – Price"*

ENTR 2-6: Think Critically, TF, MC, Problem Solving ... [PPT](#)
 Watch and Discuss: "Why Is Bottled Water So Expensive?"
 Worksheet: "Pricing Products"
 Article: "10 Ways That Consumers Are Hopeless at Math"

Tuesday, September 17**Day 23***Today's Topic: "Marketing Mix – Place/Distribution"*

ENTR 2-7: Think Critically, TF, MC, Problem Solving ... [PPT](#)
 Group Activity: "Distribution Cases – Movies and Breakfast Pizzas"
 Article: "Taco Bell ... Delivery?"
 Video Clip: "Amazon.com Startup Challenges"

Wednesday, September 18**Day 24***Today's Topic: "Marketing Mix – Promotion"**Senior Exploration Day (morning)*

ENTR 2-8: Think Critically, TF, MC, Problem Solving
 Case: "What Went Wrong? Dental Promotion Leaves Bad Taste"
 Video: "Daymond John – Building a Brand"
 Activity: "Promotional Strategies" and Worksheet: "Turn Features into Benefits"

BUSINESS PLAN PROJECT

Add/Revise 4 slides to your PowerPoint:
 Product, Price, Place, Promotion

Thursday, September 19**Day 25***Today's Topic: "Selling and Promoting"*

ENTR 2-9: Think Critically, TF, MC, Problem Solving
 Group Activity: "Principles of Successful Selling"
 Pair Activity: "Online Marketing in Unlikely Places"
 Video Clip: "Visiting a McDonald's Photoshoot" and Discuss: "Pros and Cons of Using Technology in Ads"

Friday, September 20*Teacher Inservice*

NO SCHOOL

Current Event (related to a business, finance, or entrepreneurship topic) – due Sunday by midnight.

IMPORTANT

The **Northwest BPA Stock Market Competition** has started. Go to HowTheMarketWorks.com, set up an account, and then join the NWBPA2019 game (password is 317). The game runs from September 10 through December 10 and there will be prizes for the top portfolios!

* Note: you must register by October 1 to be eligible for prizes



BPA State Officer Pre-Screening is this Saturday!