



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, October 5 Day 22

Today's Topic: "Marketing Mix – Promotion"

ENTR 2-8: Think Critically, TF, MC, Problem Solving, Case
Video: "Daymond John – Building a Brand"
Activity: "Promotional Strategies"
Worksheet: "Turn Features into Benefits"

BUSINESS PLAN PROJECT

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

Tuesday, October 6 Day 23

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"

Wednesday, October 7 Day 24

Today's Topic: "Market Analysis, Marketing & Sales Review"

Review Activities

Thursday, October 8 Day 25

Today's Topic: "Unit II Test"

Unit II Test

Make sure that you have all 8 slides completed in your business plan! (the next 4 are due tomorrow)

Friday, October 9 Day 26

Today's Topic: "Business Plan Project – The Market"

Business Plan Project – The Market

- Prepare a SWOT analysis
- Develop a plan for conducting market research
- Analyze your competitors (direct and indirect)
- Examine your competitive advantage

BUSINESS PLAN PROJECT

SWOT Analysis, Market Research,
Competitors, Competitive Advantage

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

IMPORTANT

The **Northwest Finance BPA Stock Market Competition** continues through *How The Market Works!*