

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](http://www.myfinanceclass.com)) as a resource at school and as a way to stay connected from home.*

**Monday, September 23****Day 22****Today's Topic: "Marketing Mix – Product"**

ENTR 2-5: Think Critically, TF, MC, Problem Solving

Case: "What Went Wrong? ... Packaging Matters"

Read and Discuss: "New Coke and Other Epic Marketing Failures"

**Tuesday, September 24****Day 23****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"

**Wednesday, September 25****Day 24****Today's Topic: "Marketing Mix Place/Distribution"**ENTR 2-7: Think Critically, TF, MC, Problem Solving ... PPT

Group Activity: "Distribution Cases – Movies &amp; Breakfast Pizzas"

Article: "Taco Bell ... Delivery?"

**BUSINESS PLAN PROJECT**Add/Revise 4 slides to your PowerPoint:  
Product, Price, Place, Promotion**♥ BPA: "BPA Competition Exploration"****Thursday, September 26****Day 25**

Bells 5647 Today

**Friday, September 27****Day 26****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"

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

**IMPORTANT**

The credit union is open every Tuesday, Wednesday, and Thursday! Stop by, pick up an application, and spin the wheel!