

Course Title: 668 - Entrepreneurship
Board Approval Date: November 17, 2020
Credit / Hours: 1.0 Credit / 126 hrs.

Course Description:

Entrepreneurship introduces students to a wide array of entrepreneurial concepts and skills, including the role of entrepreneurship in our economy, entrepreneurial discovery processes, ideation, and preliminary start-up venture planning. Students also develop an appreciation for marketing's pivotal role in the development and success of a new business. They become acquainted with channel management, pricing, product/service management, and promotion. Students conduct thorough market planning for their ventures: selecting target markets; conducting market, SWOT, and competitive analyses; forecasting sales; setting marketing goals and objectives; selecting marketing metrics; and setting a marketing budget. The capstone activity in the course is the development of a start-up business plan and detailed marketing plans for students' businesses. Sales, Distribution, & Marketing Operations, General CIP 52.1801

Learning Activities / Modes of Assessment:

Independent	Technology
Small Group	Projects
Whole Group	Presentations
One-on-one	Research
Classwork	Quizzes
Activities	Writing

Instructional Resources:

MBA Research & Curriculum Center

- Course Guides
- LAP Modules
- Teacher Professional Development Training Materials

DECA, Inc. & PA DECA Competition Materials
Marketing Brew
Online Resources
Technical Journals
The RED Zone School Store
Discovery Education (login through Clever)

Curriculum: Marketing
 Course: 668- Entrepreneurship

Know/Task:	Understand:	Do:
100- Interpreting Marketing & Business Fundamentals	Students will be able to... -Identify and explain the functions of marketing -Identify and explain economic utilities -Identify and explain the components of the marketing mix -Examine the role of business in society -Examine the global environment in which businesses operate -Explain the concept of target marketing and market segmentation	101- Identify and explain the functions of marketing. (7) 102- Identify and explain economic utilities. (5) 103- Identify and explain the components of the marketing mix. (7) 105- Examine the role of business in society. (3/5) 106- Examine the global environment in which businesses operate. (5) 108- Explain the concept of target marketing and market segmentation. (7)
200- Pricing & Retail Math	Students will be able to... -Calculate profit, markup, and markdown -Calculate prices for merchandise using pricing strategies	206- Calculate profit, markup, and markdown. (10) 207- Calculate prices for merchandise using pricing strategies. (10)
300- Explore Career Development Opportunities	Students will be able to... -Research career and educational opportunities in Marketing and Business -Demonstrate and practice networking skills	305- Research career and educational opportunities in Marketing & Business. (2) 306- Demonstrate and practice networking skills. (2)
400- Technology Applications	Students will be able to... -Prepare marketing documents using technology -Create projects using	401- Prepare marketing documents using technology. (12) 403- Create projects using

	<p>multimedia sources and applications</p> <p>-Research trends in marketing technology</p>	<p>multimedia sources and applications. (12)</p> <p>404- Research trends in marketing technology. (12)</p>
500- Communications in Marketing	<p>Students will be able to...</p> <p>-Communicate effectively in the workplace (classroom)</p> <p>-Read & comprehend written communication</p> <p>-Create a variety of business communications utilized in the workplace (classroom)</p> <p>-Prepare & deliver a marketing related presentation</p> <p>-Interpret nonverbal communications</p>	<p>502- Communicate effectively within the workplace. (1/12)</p> <p>503- Demonstrate ability to read and comprehend written communications. (1/12)</p> <p>504- Create a variety of written business communications utilized in the workplace. (1/12)</p> <p>507- Prepare and deliver a marketing related presentation. (6/12)</p> <p>509- Interpret nonverbal communications. (12)</p>
700- Marketing Information Management & Market Planning	<p>Students will be able to...</p> <p>-Identify and define methods of conducting marketing research</p> <p>-Explain the use of technology in customer relationship management</p> <p>-Compare primary and secondary research data</p> <p>-Use marketing research data to make recommendations and decisions</p>	<p>702- Identify and define methods of conducting marketing research. (7)</p> <p>703- Explain the use of technology in customer relationship management. (7)</p> <p>704- Compare primary and secondary marketing research data. (7)</p> <p>705- Use marketing research data to make recommendations and decisions. (7)</p>
800- Business Management & Administration	<p>Students will be able to...</p> <p>-Research safety concerns in the marketing and business industry</p>	<p>802- Research safety concerns in the marketing and business industry. (4)</p> <p>803- Analyze the nature of</p>

	<ul style="list-style-type: none"> -Analyze the nature of risk management -Explain the nature of business ethics 	<p>risk management. (4)</p> <p>805- Explain the nature of business ethics. (4)</p>
1000- Advertising & Promoting Goods & Services	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Explain the importance of promotion, and how it services customers -Design projects that utilize principles of visual merchandising -Identify the different types of advertising media -Create a promotional mix -Identify the major elements of a print advertisements -Write advertising slogans -Differentiate between promotional advertising and institutional advertising -Distinguish between advertising and publicity -Create a promotional project 	<p>1001- Explain the importance of promotion, and how it serves customers. (11)</p> <p>1002- Design projects that utilize principles of visual merchandising. (11)</p> <p>1003- Identify the different types of advertising media. (11)</p> <p>1004- Create a promotional mix. (11)</p> <p>1005- Identify the major elements of a print advertisement. (11)</p> <p>1008- Write advertising slogans. (11)</p> <p>1009- Differentiate between promotional advertising and institutional advertising. (11)</p> <p>1011- Distinguish between advertising and publicity. (11)</p> <p>1014- Create a promotional project. (11)</p>
1200- Channel Management	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Identify and explain the channels of distribution -Distinguish and select channel of distribution for a product 	<p>1201- Identify and explain the channels of distribution. (9)</p> <p>1202- Distinguish and select channel of distribution for a product. (9)</p>

<p>1400- Economics</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Describe economic goods and services -Examine economic resources -Identify and discuss supply and demand factors -Compare types of economic systems 	<p>1402- Describe economic goods and services. (5)</p> <p>1403- Examine economic resources. (5)</p> <p>1404- Identify and discuss supply and demand factors. (5)</p> <p>1407- Compare types of economic systems. (5)</p>
<p>1500- Product/Service Management</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Identify the difference between national and private brands -Explain the nature of product/service branding -Identify the elements of branding and packaging -Develop strategies to position a product/business 	<p>1501- Identify the difference between national and private brands. (8)</p> <p>1502- Explain the nature of product/service branding. (8)</p> <p>1503- Identify the elements of branding and packaging. (8)</p> <p>1504- Develop strategies to position a product/business. (8)</p>

Pacing Guide

Course: 668- Entrepreneurship

Course Unit (Topic)

Length of Instruction (Class Periods)

1- Course Policies, Expectations, Procedures	3-4 days
2- Entrepreneurship Basics	8 days
3- Generating Ideas	12 days
4- Determining Feasibility	7 days
5- Establishing your Business	6 days
6- Determining a Mission	3 days
7- Market Planning	15 days
8- Product/Service Management	7 days
9- Channel Management	4 days
10- Pricing	7 days
11- Promotion	7 days
12- Final Project- Building a Marketing Plan	10 days

Total Days

90