

Business Management

	Objectives	Activities	Evaluation	Standards
Monday	<p>The student will be able to:</p> <ul style="list-style-type: none"> Identify the steps involved in buying an existing business. Describe the advantages and disadvantages of joining a family business. Evaluate franchise ownership. Describe the advantages and disadvantages of starting a new business. Identify characteristics of a sole proprietorship. Identify characteristics of a partnership. Identify characteristics of a corporation. 	<ul style="list-style-type: none"> Chapter 3 Test 	<ul style="list-style-type: none"> Exam Grade 	<ul style="list-style-type: none"> 15.5.12.A 15.5.12.B 15.5.12.C 15.5.12.F 15.5.12.M
Tuesday	<p>The student will be able to:</p> <ul style="list-style-type: none"> Identify the importance of marketing a business. Identify a target market by analyzing the needs of customers. Identify methods for conducting market research. Identify the six steps involved in primary data market research. Set short, medium, and long-term goals for a marketing strategy. 	<ul style="list-style-type: none"> Section 4.1: Marketing Your Business Section 4.1: Notes Section 4.1 Worksheet 	<ul style="list-style-type: none"> Class Participation Completed Notes Completed Worksheet 	<ul style="list-style-type: none"> 15.5.12.A 15.5.12.B 15.5.12.C 15.5.12.F 15.5.12.M

- Describe the components that should be included in a marketing plan.
- Explain the importance of understanding competition.
- Prepare a competitive analysis.
- Identify strategies for maintaining customer loyalty.
- Describe and define the importance of product features, branding, and positioning.
- Identify how to price products or services using various methods.
- Identify the differences in the channels of distribution and determine which is appropriate for different businesses.
- Evaluate different types of promotion tools.

Wednesday

The student will be able to:

- Identify the importance of marketing a business.
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- Identify the six steps involved in primary data market research.
- Set short, medium, and long-term goals for a marketing strategy.

- Section 4.1: Marketing Your Business
- Section 4.1: Notes
- Section 4.1 Worksheet

- Class Participation
- Completed Notes
- Completed Worksheet

- 15.5.12.A
- 15.5.12.B
- 15.5.12.C
- 15.5.12.F
- 15.5.12.M

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- Set short, medium, and long-term goals for a marketing strategy.

- Section 4.2: Create the Marketing Plan
- Section 4.2: Notes
- Section 4.2 Worksheet

- Class Participation
- Completed Notes
- Completed Worksheet

- 15.5.12.A
- 15.5.12.B
- 15.5.12.C
- 15.5.12.F
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- Section 4.2: Create the Marketing Plan
- Section 4.2: Notes
- Section 4.2 Worksheet

- Class Participation
- Completed Notes
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- 15.5.12.A
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Please Note:

Activities and evaluations will be adjusted for enrichment and accommodations on an individual basis in compliance with a student's IEP or GIEP.

Lesson plans are subject to change without notice in order to accommodate flexibility in student learning patterns and comprehension.