Grades 10-12 Entrepreneurship, Quarter 3, Revised 2016

**Big Ideas/Key Concepts:** Students will develop a marketing plan for a business. Emphasis will be placed on marketing mix, channel management, and research.

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<th>Standards</th>
<th>Student Friendly “I Can” Statements</th>
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| **Standard 12**  
Prepare a brief outline of the proposed business’ marketing plan including pricing, promotion, and service/product planning in the development of customer relationships. Explain multiple pricing, promotions, and product selection strategies for the proposed business. Summarize how one or all of these strategies can directly impact a customer’s experience. (TN Reading 1; TN Writing 2, 4; TN Math S-ID) | I can prepare a marketing plan outline.  
I can explain multiple pricing, promotion, and product selection strategies for a business.  
I can summarize how the marketing strategies impact the customer’s experience. |
| **Standard 13**  
Enhance the marketing plan with a proposal for attracting early adopters to the proposed product or service. Include ideas for preopening with the following objectives: establishing image, advertising methods, customer contact and interaction, generating appeal, and follow-up. Make a claim about the correct proportions of the marketing mix, supporting claim with data and evidence and addressing counterclaim(s) about alternative methods. (TN Reading 1, 3; TN Writing 1, 4, 9) | I can write a proposal for attracting early adopters of the proposed product/service to supplement the original marketing plan. |
| **Standard 15**  
Investigate channel management and distribution methods for the proposed product or service. Research possible manufacturers; study distribution considerations of the product or service, (including transportation, storage, handling, and packaging for products or staffing, training, and evaluation for services); cite justification for the channel management decisions, such as cost-saving benefits to the business’ bottom line. | I can compare and contrast various channels of distribution.  
I can justify channel management decisions based on distribution considerations of a product or service.  
I can prepare a sample service contract with a potential vendor. |
Prepare a sample service contract with a potential vendor for first year of business. (TN Reading 1, 3, 4; TN Writing 4, 7; TN Math N-Q)

**Standard 11**  
Develop a customer profile with a detailed description of the potential target market for the proposed business based on demographic, geographic, psychographic, and behavioral information. Assess the viability of the profile for the proposed business by determining number of customers, reachability, and desire for product. Include these findings in the business plan’s overview and market analysis section. (TN Reading 1, 4; TN Writing 4, 7, 9)

| I can develop a customer profile for a proposed business. |
| I can assess the viability of the profile for the proposed business. |

**Standard 10**  
Construct a market research project for the identified endeavor. Develop a research question, then determine, develop and conduct the appropriate research (primary research, secondary research, scientific method) to achieve the desired analysis. Summarize results of the research in recommendations in the business plan overview and market analysis. (TN Reading 1, 3, 9; TN Writing 4, 6, 7, 8; TN Math S-ID)

| I can conduct primary and secondary research for a business endeavor. |
| I can analyze the results of research in a business endeavor. |