

Unit: Creating a Market Analysis
 Creating a Marketing Plan
 Creating a Social Media Marketing Plan
 Creating an Operating Plan

Subject/Course: Entrepreneurship

Created by: Coy Stampone

Level: 9-12

Estimated Time: 1 week

Board Approval Date: 08/28/2017

PA Achievement Standard(s): 15.5.12.D: Create a business plan using appropriate data to support the business concept.	
<p>▶ Big Idea/Essential Questions:</p> <ul style="list-style-type: none"> ▶ Why do you need a business plan? ▶ What goes into a business plan? ▶ How to create an effective business plan? 	
<p>Competencies: The students will be able to...</p> <ul style="list-style-type: none"> • Produce the Market Analysis section for the Business Plan • Produce the Marketing Plan section for the Business Plan • Produce the Description of Products and Services section for the Business Plan • Produce the Operating Plan section for the Business Plan 	
Learning Plan	
Suggested Activities/Strategies	Assessment Evidence:
<ul style="list-style-type: none"> • Vocabulary notebook • Textbook reading • Discussion • Lesson review questions • Workbook • Guided practice • Critical thinking • Business Plan Project 	<ul style="list-style-type: none"> • Teacher observation • Presentation • Chapter/unit test • Business Plan Project • Apprentice Response sheet • Shark Tank Written Reflection