

Name

Due Date:

College & Career Awareness  
Business & Marketing Unit  
Pathway: Interdependence

**Overview:** Business and Marketing Education prepares students for employment and/or continuing education opportunities through technical instruction in the classroom, experiential education in the laboratory, student internships, and through leadership and personal development by participating in student leadership organizations. The area of study places an emphasis on accounting, finance, administrative and technical support, entrepreneurship, management, hospitality and tourism, human resources management and marketing.

**Essential question:** What strategies can you identify in current advertising that companies use to charm you into using their goods and services?

Terms: product, goods, services, ideas, target market, price, production cost, selling price, profit, promotion, slogan, logo, jingle, place, entrepreneur, inventor, innovator, Marketing Entrepreneur

Checklist:

\_\_\_\_\_ Enjoy the introduction to you newest pathway: Business and Marketing

\_\_\_\_\_ Record in your journal the 4 Ps of marketing & participate in the 4 Corners Game

\_\_\_\_\_ Draw the following table in your output and sort the following words into their respective categories:

Product	Price	Promotion	Place

Coupons, Restaurant Bill Boards, WWW Address, Car, Discount, Dentist, Radio, Markup, warehouse, All Day Lagoon Pass, Business Address, Flyer, Sale, Cost, Internet Ads, Building/Office, Computer, Food, Profit (note: there are five for each category)

\_\_\_\_\_ As a small group complete the Product Sort

\_\_\_\_\_ PowerPoint on Entrepreneur & Management about the risks & rewards of becoming an entrepreneur

\_\_\_\_\_ PowerPoint on Types of Entrepreneurs

\_\_\_\_\_ Shark Tank Assignment

\_\_\_\_\_ Outfox those Charming Schmoozers Commercial Assignment

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