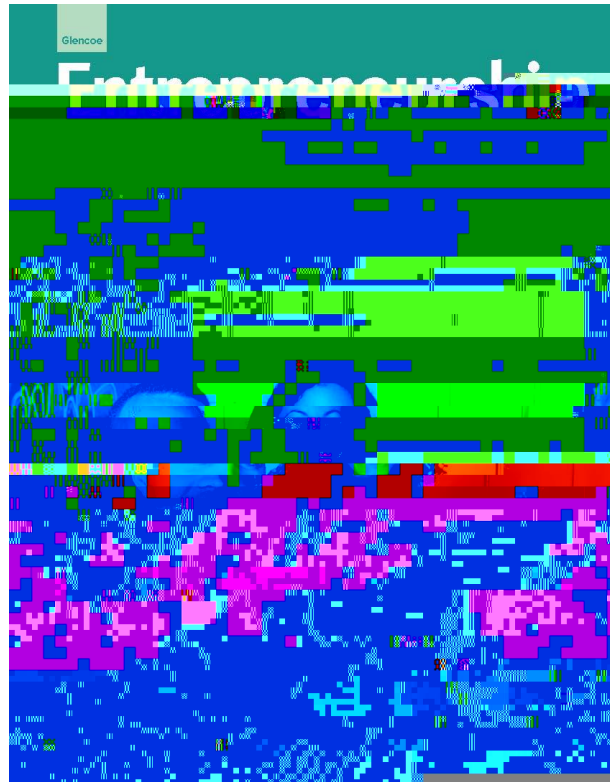
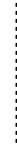




**Entrepreneurship  
Program of Study  
Marketing Career Cluster**





2. Evaluate the role of entrepreneurship in the





STANDARDS	STUDENT EDITION PAGE REFERENCES
<p><b>13.</b> 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.</p>	<p>The following general discussion of marketing plans can be used with teacher instruction to meet this standard.</p> <p><b>Student Edition:</b>  225-235  <i>Active Learning</i> 226  <i>As You Read</i> 227  <i>Business Case Study</i> 226  <i>Figure</i> 230, 231  <i>Photo</i> 225, 227  <i>Reading Check</i> 234  <i>Self-Check</i> 235 #1, #2, #3  <i>Think</i> 235 #4  <i>Web Savvy</i> 234</p>
<p><b>14.</b> Compare and contrast the different ownership options for the proposed business. Identify the legal regulations required for the type of ownership selected. Prepare a sample partnership agreement or Doing Business As (DBA) document that outlines the division of assets, rights, and responsibilities of each owner.</p>	<p><b>Student Edition:</b>  153-157, 159-164  <i>Active Learning</i> 154  <i>As You Read</i> 153  <i>Business Case Study</i> 154  <i>Figure</i> 160  <i>Go Green</i> 153  <i>Photo</i> 155  <i>Reading Check</i> 154, 161, 163  <i>Self-Check</i> 157 #1, #2, #3, 164 #1, #2, #3  <i>Tech Savvy</i> 155  <i>Think</i> 157 #4</p>
<p><b>15.</b> 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. Prepare a sample service contract with a potential vendor for first year of business.</p>	<p><b>Student Edition:</b>  229-235  <i>Figure</i> 230, 231</p>

16. Examine startup costs, operating costs, overhead, and personal expenses by researching and developing a financial statement based on models obtained from public records or business websites. Contact local lending institutions regarding requirements for bus