



Entrepreneurship

10-12, Career & Technical Education

Developed By: Mrs. Debbie Piacentini & Mr. Vincent Vicchiariello

Effective Date: Fall 2022

Scope and Sequence

Month	Unit	Activities/Assessments
September	Unit 1 - Characteristics of Entrepreneurs; Risks/Rewards; Setting Goals; Forms of Business Ownership; Creating a Company Name, Logo, Slogan and Mission Statement	<ul style="list-style-type: none"> ● Research Successful & Unsuccessful Entrepreneurs ● Importance of Setting SMART Goals ● Personality Test ● Importance of creating a unique company name, logo, slogan and mission statement. ● Choosing the correct form of business ownership
October	Unit 2 - Stukent Simulation - Social Media	<ul style="list-style-type: none"> ● Determining the Target Audience ● Crafting the Perfect Blog Post ● Content Creation Competition ● 4 Components of the one minute video ● Analysis of Facebook, Twitter & Instagram accounts of 2 Major Brands ● Spending the first \$100 on Social Media Advertising
November	Unit 2 - Stukent Simulation - Social Media	<ul style="list-style-type: none"> ● Create a Video Strategy Using Learned Techniques ● YouTube Influence Project Search ● 2 Week Project -Students given a set budget to create a social media campaign for one brand spread across various social media platforms
December	Unit 3 - Food Truck Business	<ul style="list-style-type: none"> ● Food Truck Wars - Viewing a contest of new food truck owners; Judges offer advice for owning a successful business ● Determining setup of business organization and type of cuisine ● Creating food truck name, logo, slogan, and mission statement ● Elevator pitch ● Marketing Mix - product, price, place and promotion ● Determine specific target market
January	Unit 3 - Food Truck Business	<ul style="list-style-type: none"> ● Research of all costs to purchase a food truck, equipment, truck wrapping, and monthly food/paper products, etc. ● Design of food truck menu ● Weekly social media posts ● Advertising campaigns ● Analyze profit/loss - understand changes to be made to be successful ● Hiring practices for managers and employees
February	Unit 4 - Subscription Box Business	<ul style="list-style-type: none"> ● Research current trends for subscription box companies. ● Complete an analysis of one company, along with pros & cons. Present. ● Subscription Box Creation Project: brainstorming guide for theme, products, descriptions and pricing. ● Determining setup of business organization, along with company name, logo, slogan, and mission statement ● Create a survey for all students to complete regarding choice of products, theme, & pricing.
March	Unit 4 - Subscription Box Business	<ul style="list-style-type: none"> ● Design and creation of a company website using www.wix.com or www.weebly.com. ● "Influencer for a Day" group project - Students work with a group of 3 classmates to actually be an influencer for a specific brand. ● Influencer campaign project for their subscription box business.

		<ul style="list-style-type: none"> • Social Media Promotional Campaign for the Spring season.
April	Unit 5 - Retail Business	<ul style="list-style-type: none"> • Research of successful brick-and-mortar stores. • Determining setup of business organization, along with company name, logo, slogan, and mission statement • Research of competitors within a 5 mile distance of their store. • Visual Merchandising Project
May	Unit 5 - Retail Business	<ul style="list-style-type: none"> • Advertising Campaign - Press Release, Direct Mail Ad and Flyers • Guerrilla Marketing Campaign • Design and creation of a company website using www.wix.com or www.weebly.com. • Social Media Advertising Project
June	Unit 5 - End-of-Year Project	<ul style="list-style-type: none"> • Writing of Company Handbook

Unit 1	
Introduction to Entrepreneurship	
Summary and Rationale	
<p>In this Unit, we study the important characteristics, risks and rewards of being an entrepreneur in today’s society. Students will assess their skills and knowledge in order to determine their strengths and weaknesses, as well as understand the necessity to create goals for their business and their own lives, by writing short and long-term SMART goals. In addition, students research various forms of business ownership, develop unique and memorable company names, logos, slogans and mission statements.</p>	
Recommended Pacing	
3-4 weeks	
Standards	
9.2 Career Awareness, Exploration, Preparation and Training	
9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
9.2.12.C.6	Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities and resources required for owning and managing a business.
9.3 Career and Technical Education	
9.3.12.AR-TEL.3	Demonstrate decision-making, problem-solving techniques and communication skills when providing services for customers.
9.3.12.BM.2	Describe laws, rules and regulations as they apply to effective business operations.
9.3.12.BM.5	Implement systems, strategies and techniques used to manage information in business.
9.3.12.BM.6	Implement, monitor, and evaluate business processes to ensure efficiency and quality results.
9.3 Career and Technical Education - Marketing Communications	
9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
9.3.MK-COM.2	Plan, manage and monitor day-to-day activities of marketing communications operations.

Interdisciplinary Connections	
English Language Arts	
NJSLSA.R1.	Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
RH.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, qualitatively, as well as in words) in order to address a question or solve a problem
Integration of Technology	
8.1.12.C.1	Develop an innovative solution to a real-world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or an online community.
8.2.12.A.2	Analyze a current technology and the resources used to identify the trade-offs in terms of availability, costs, desirability and waste
Instructional Focus	
Enduring Understandings:	Essential Questions:
<ul style="list-style-type: none"> Understanding the skills, risks and rewards of owning a business are essential to the success or failure of the company. Creating goals and revisiting them throughout the life of the business allows for guidance and growth of the company. Designing a unique company name, logo, slogan and mission statement sets the company apart from other businesses in the same industry. Having an understanding of the financial, legal and personal consequences of setting up the business as a sole proprietorship, partnership or corporation greatly enhances the overall financial stability of a business. 	<ul style="list-style-type: none"> What personal skills will transfer to business ownership and why? Which risks and rewards do you see as a benefit to owning your own business, as opposed to working for a corporation? During the first year of business ownership, analyze the activities and financial responsibilities you will encounter and describe how you will overcome the major challenges. How will you be able to fill all the various roles as a business owner, such as accountant, marketer and promotion? Why is it important to set your business up in the correct format of a sole proprietorship, partnership or corporation? What legal consequences will you face for each form of business ownership? What is the importance of creating a unique company name, logo, slogan and mission statement?
Evidence of Learning (Assessments)	

Grading & Review of the following assignments:

- Personality Test for Skills Assessment
- Research of successful business owners.
- Interview - local or family member who owns their own business
- Presentation of project
- Creation of short & long-term SMART GOALS.
- Research unique company names and analyze their effectiveness
- Review and analyze current company logos, slogans and mission statements.

Objectives (SLO)

Students will know:

- Skills, Risks and Rewards for Entrepreneurs
- Elements of registering the company as an LLC, S-Corporation, or C-Corporation
- Importance of designing unique company names, logos, slogans and mission statements.
- Implementing the knowledge gained through their interview of an entrepreneur.

Students will be able to:

- Create a company name, lettering, and colors
- Write a goal-oriented mission statement.
- Create an original logo and slogan.
- Discuss as a group the benefits and drawbacks of forming the company as an LLC, S-Corporation or C-Corporation and come to a determination for our business.
- Write SMART Goals

Suggested Resources/Technology Tools

- Schoology
- Google Suite
- YouTube
- AdAge, Forbes
- Case Studies /Supplementary Readings

Tier 1 Modifications and Accommodations

Including special education students, Multilingual Language Learners (MLLs), students at risk of school failure, gifted and talented students, and students with 504 plans

Special Education/IEP/504 - Modifications and accommodations must be aligned to the stated plan and uphold expectations of the plan lawfully. Every student requires a different set of accommodations based upon need. Examples specific to visual arts practice include, but are not limited to:

- Follow individual IEP/504 plans for specific modifications.
- Preferential seating
- Extended/Additional time for assessments
- Behavior management support
- Assignments/resources in electronic and physical format
- Break down assignments with oral directions, written directions, and visuals.
- Provide frequent reminders to stay on task and reinforce on-task behavior
- Work on organizational skills
- Provide visual supports
- Partnering/Grouping of students
- Re-teaching and review
- Multi-media approach to accommodate various learning styles
- Decrease/Modify number of project requirements

- Teacher/Aide/Para assistance
- Demonstrations of techniques on an individual level
- Show slide presentations to encourage exploration of project ideas

MLL - Teachers identify the modifications that they will use in the unit as related to the needs of their student population. Examples specific to visual arts practice include, but are not limited to:

- Allow the use of Google Translate where appropriate.
- Provide alternate ways for the student to respond (verbal/pictographic answers instead of written)
- Substitute a hands-on activity or use of different media in projects for a written activity
- Prepare and distribute advance notes
- Provide model sentence frames and sentence starters for both oral responses and written responses
- Provide additional time to complete assessments and assignments
- Model and use gestures to aid in understanding
- Model tasks by giving one or two examples before releasing students to work independently
- Present instructions both verbally and visually
- Simplify written and verbal instructions
- Speak clearly and naturally, and try to enunciate words, especially their ending sounds.
- Provide Visual, Graphic, Interactive, and/or Sensory Supports
- Simplify the language, format, and directions of the assessment
- Allow for alternate seating for proximity to peer helper or teacher as necessary
- When showing videos, use Closed Captioning.
- Support use of student's primary language by translating key words in directions, or key vocabulary terms or giving students opportunities to communicate in their primary language (written or orally)

Gifted and Talented/Enrichment - Utilize differentiation in the areas of acceleration, enrichment, and grouping. Examples specific to visual arts practice include, but are not limited to:

- Complex, in-depth research assignments
- Provide a variety of individualized work centers or student choice
- Lead demonstrations for class
- Create additional project(s) in a different medium, exploring a different technique, style, or subject.
- Individual presentation
- Multiple mediums in project

Career Readiness, Life Literacies, and Key Skills Practices (June 2020)

- Act as a responsible and contributing citizen and employee.
- Apply appropriate academic and technical skills.
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.
- Consider the environmental, social and economic impacts of decisions.
- Demonstrate creativity and innovation.
- Employ valid and reliable research strategies.
- Utilize critical thinking to make sense of problems and persevere in solving them.
- Model integrity, ethical leadership, and effective management.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity.
- Work productively in teams while using cultural global competence.

Unit 2

Stukent - Mimic Social Media Simulation

Summary and Rationale

In this Unit, students will work with a partner on a guided simulation in order to write targeted social media ads, perform demographic targeting, learn social media content strategies, measure key performance indicators, practice ad budgeting, and perform proper content scheduling for digital text.

Recommended Pacing

5-6 weeks

Standards

9.3 Career and Technical Education - Marketing

9.3.12.AR-TEL.3	Demonstrate decision-making, problem-solving techniques and communication skills when providing services for customers.
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9.3.12.BM.5	Implement systems, strategies and techniques used to manage information in business.
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9.3.12.BM.6	Implement, monitor, and evaluate business processes to ensure efficiency and quality results.
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9.3 Career and Technical Education - Marketing Communications

9.3.MK-COM.2	Plan, manage and monitor day-to-day activities of marketing communications operations.
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9.3.MK-COM.4	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
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9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
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9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
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Interdisciplinary Connections

English Language Arts

NJSLSA.R1.	Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
RH.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, qualitatively, as well as in words) in order to address a question or solve a problem
Integration of Technology	
8.1.12.C.1	Develop an innovative solution to a real-world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or an online community.
8.2.12.A.2	Analyze a current technology and the resources used to identify the trade-offs in terms of availability, costs, desirability and waste
Instructional Focus	
Enduring Understandings:	
Essential Questions:	
<ul style="list-style-type: none"> ● The history of social media ● Companies must determine successful social media marketing strategies ● It is essential to understand the brand’s target market in order to create an effective social media campaign. ● Effective blog posts include: <ul style="list-style-type: none"> ○ A blog post title ○ An introduction ○ The body (the meat of the post) ○ Forms of multimedia (images, videos, etc.) ○ A conclusion ○ A call to action ● Businesses set goals, select content and target the right audience ● Stay within the brand’s budget for each campaign ● Using effective videos while hiring “Influencers” to promote the brand & products ● Imperative to plan for future success in social media marketing ● Be able to measure social media marketing success 	<ul style="list-style-type: none"> ● Why do companies use SMART Goals for their campaigns? ● What is included in each part of a SMART goal & why? ● What characteristics are discussed when determining a brand’s “target market”? ● Which elements should be included when writing an effective blog post? ● How do you determine which social media platform(s) will increase sales for your brand? ● How do you effectively and continually use the following three pillars when creating content for social media ads: <ul style="list-style-type: none"> ○ Content that inspires ○ Shares fun facts and stories ○ Mindset shifts & confidence ● How do you incorporate the following 4 components when creating an effective video: <ul style="list-style-type: none"> ○ Hook ○ Identify the problem or opportunity ○ Describe Solution ○ Call to Action ● What steps do you take to hire the best “Influencer” for your brand? ● Why is it important to stay within a budget when creating a campaign? ● How do you measure the success and/or failure of a social media campaign?

Evidence of Learning (Assessments)

Grading & Review of the following assignments:

- Company analysis of the use of social media over the past 10 years
- Crafting the Perfect Blog Post
- Content Creation Competition
- 4 components of a one minute video
- Spending the first \$100 on Social Media
- YouTube Influencer Project Search
- Assessments
- Grading of content by Stukent for the 2-week project of creating a campaign for a brand with a specified budget

Objectives (SLO)

Students will know:

- Analyze different types of companies that have successful social media marketing strategies
- Understand target audience selection
- Explain how to set goals, select content and target the right audience
- Learn the history of the various social media platforms
- Learn various monetization methods for each platform
- Analyze best practices for advertising on each platform
- Analyze quality of effective videos
- Analyze how videos are ranked when using influencers
- Plan for future success in social media marketing
- Create epic social media content
- Measure social media marketing success

Students will be able to:

- Determine the target audience for specific brands and target audiences.
- Set goals for a social media campaigns
- Create epic content for each of the following platforms:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
- Choose an “Influencer” and create a contract outlining specific details to be followed.
- Create effective videos as part of a social media campaign.
- Work within a specific budget for each campaign.
- Analyze the success, as well as failure, of their social media ads for each campaign.

Suggested Resources/Technology Tools

- Schoology
- Google Suite
- YouTube
- AdAge, Forbes, Harvard Business School
- Case Studies /Supplementary Readings:
 - <https://blog.hubspot.com/marketing/anatomy-perfect-blog-post>
 - <https://www.digitalmarketer.com/blog/blog-post-ideas/>
 - <https://www.youtube.com/watch?v=o4cyV3uM4zQ>
 - <https://www.youtube.com/watch?v=-bQpsCMgCkA>
 - <https://neilpatel.com/blog/best-facebook-business-pages/>
 - <https://fast.wistia.net/embed/iframe/ifxadwvivy?seo=false>

- <https://socialblade.com/>
- <https://www.digitalmarketing.org/blog/how-much-does-influencer-marketing-cost>

Tier 1 Modifications and Accommodations

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- Work on organizational skills
- Provide visual supports
- Partnering/Grouping of students
- Re-teaching and review
- Multi-media approach to accommodate various learning styles
- Decrease/Modify number of project requirements
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MLL - Teachers identify the modifications that they will use in the unit as related to the needs of their student population. Examples specific to visual arts practice include, but are not limited to:

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- Substitute a hands-on activity or use of different media in projects for a written activity
- Prepare and distribute advance notes
- Provide model sentence frames and sentence starters for both oral responses and written responses
- Provide additional time to complete assessments and assignments
- Model and use gestures to aid in understanding
- Model tasks by giving one or two examples before releasing students to work independently
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Examples specific to visual arts practice include, but are not limited to:

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- Lead demonstrations for class
- Create additional project(s) in a different medium, exploring a different technique, style, or subject.
- Individual presentation
- Multiple mediums in project

[Career Readiness, Life Literacies, and Key Skills Practices \(June 2020\)](#)

- Act as a responsible and contributing citizen and employee.
- Apply appropriate academic and technical skills.
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.
- Consider the environmental, social and economic impacts of decisions.
- Demonstrate creativity and innovation.
- Employ valid and reliable research strategies.
- Utilize critical thinking to make sense of problems and persevere in solving them.
- Model integrity, ethical leadership, and effective management.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity.
- Work productively in teams while using cultural global competence.

Unit 3

Food Truck Business

Summary and Rationale

In this unit, students will utilize all aspects of running a food truck business. Tasks will include determining the setup for the business organization, type of cuisine best suited to the knowledge and passion of each student, design of the truck, business name, logo, slogan and mission statement. Thereafter, they will create elevator pitches outlining their business idea, line of food and pricing. Outlining the various parts of the marketing mix (product, price, place & promotion) will aid the students in establishing a plan and determine all costs for setting up and running their business. In addition, they will design a menu, generate advertising and promotion campaigns, surveys, and social media posts in order to manage and continually promote their food truck. Looking toward the future, research and outline best hiring practices for employees and managers.

Recommended Pacing

6-8 weeks

Standards

9.3 Career and Technical Education

9.3.12.AR-TEL.3	Demonstrate decision-making, problem-solving techniques and communication skills when providing services for customers.
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9.3.12.BM.2	Describe laws, rules and regulations as they apply to effective business operations.
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9.3.12.BM-MGT.8	Create strategic plans used to manage business growth, profit and goals.
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9.3.12.BM.5	Implement systems, strategies and techniques used to manage information in business.
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9.3.12.BM.6	Implement, monitor, and evaluate business processes to ensure efficiency and quality results.
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9.3 Career and Technical Education: **Marketing**

9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
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9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.
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9.3.MK.8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
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9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
9.3 Career and Technical Education: Marketing Communications	
9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
9.3.MK-COM.2	Plan, manage and monitor day-to-day activities of marketing communications operations.
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8.1.12.C.1	Develop an innovative solution to a real-world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or an online community.
8.2.12.A.2	Analyze a current technology and the resources used to identify the trade-offs in terms of availability, costs, desirability and waste
Instructional Focus	
Enduring Understandings:	Essential Questions:

- Designing a unique company name, logo, slogan and mission statement sets the company apart from other businesses in the same industry.
- Having an understanding of the financial, legal and personal consequences of setting up the business as a sole proprietorship, partnership or corporation greatly enhances the overall financial stability of a business.
- An effective elevator pitch will reveal the business owner's enthusiasm, knowledge of the business, and all costs related to the current business model and future projections.
- A business owner must be familiar with the type of cuisine offered for sale and the ability to price items according to the target market and area where items will be sold..
- Sources for funding include family, friends, investors and financial institutions. Important to outline all information with interest rates and payment terms.
- A food truck menu should be designed in a colorful manner and include the company name, social media platforms and website address.
- Costs should be in full dollar amounts to avoid having to give change and keep lines moving.
- It is essential to understand the target market in order to create effective social media and advertising campaigns.
- Effective blog posts include a title, introduction, body, images, and a call to action.
- It is vital to use accounting software, such as QuickBooks, or have an accountant analyze all costs and expenses on a monthly basis.

- Why is it important to set up your food truck business in the correct format of a sole proprietorship, partnership or corporation?
- What legal consequences will you face for each form of business ownership?
- What is the importance of creating a unique company name, logo, slogan and mission statement?
- What would an investor look for when listening to the elevator pitch for your new business, in order to decide if he/she would have an interest to invest in your new business?
- What criteria will you use to determine the cuisine for your food truck?
- When outlining the 4 P's of marketing for your food truck, what are the necessary requirements for each of the 4 P's – product, price, place & promotion?
- What are the best sources to research and analyze when funding the cost for your new or used food truck, equipment, food and supplies?
- Which design techniques work best when creating a menu for the food truck and why?
- What characteristics are discussed when determining the “target market” for your food truck?
- Which elements should be included when writing an effective social media post for your target market?
- How do you determine which social media platform(s) will increase sales for your food truck?
- Why is it important to stay within a budget when creating social media and/or advertising campaigns?
- What steps do you take to hire a qualified manager and employees?
- How do you measure the success and/or failure of your food truck after the first year?

Evidence of Learning (Assessments)

Grading & Review of the following assignments:

- Creation of company name, logo, slogan, mission statement and form of business organization.
- Elevator pitch competition.
- Design of the food truck, along with the type of cuisine and menu.
- Excel worksheet outlining all start-up costs for the food truck, equipment, supplies and food on a weekly basis.
- Project - Marketing Mix - 4 P's of marketing/target market
- Grand opening - social media campaign
- Holiday Advertising Campaign -
- Project - Hiring a new manager - writing an effect ad and creating interview questions

- Assessments

Objectives (SLO)

Students will know:

- Analyze different types of companies that have successful food truck businesses. Why did they succeed when others did not?
- Choose a cuisine which they are knowledgeable about and have passion for.
- The 4 P's of Marketing
- How to determine target markets and segment them geographically, demographically, psychographically and behaviorally to benefit a brand.
- How to set goals, select content and target the right audience
- Analyze best practices for advertising on each platform
- Analyze quality of effective videos
- Create epic social media content
- Measure the financial and personal success of their food truck business.

Students will be able to:

- Determine the type of cuisine to sell to their target market.
- Create a company name, logo, slogan and mission statement.
- Design their food truck and menu.
- Determine the target audience.
- Discuss the ethical challenges of target/niche marketing.
- Create an effective elevator pitch to receive funding from investors, family, friends or financial institutions.
- Set goals for a social media campaigns
- Create epic content for each of the following platforms:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
- Create effective advertising campaigns.
- Work within a specific budget for each campaign.
- Analyze the success, as well as failure, of their food truck business.

Tier 1 Modifications and Accommodations

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- When showing videos, use Closed Captioning.
- Support use of student's primary language by translating key words in directions, or key vocabulary terms or giving students opportunities to communicate in their primary language (written or orally)

Gifted and Talented/Enrichment - Utilize differentiation in the areas of acceleration, enrichment, and grouping. Examples specific to visual arts practice include, but are not limited to:

- Complex, in-depth research assignments
- Provide a variety of individualized work centers or student choice
- Lead demonstrations for class
- Create additional project(s) in a different medium, exploring a different technique, style, or subject.
- Individual presentation
- Multiple mediums in project

Career Readiness, Life Literacies, and Key Skills Practices (June 2020)

- Act as a responsible and contributing citizen and employee.
- Apply appropriate academic and technical skills.
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.
- Consider the environmental, social and economic impacts of decisions.
- Demonstrate creativity and innovation.
- Employ valid and reliable research strategies.
- Utilize critical thinking to make sense of problems and persevere in solving them.
- Model integrity, ethical leadership, and effective management.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity.
- Work productively in teams while using cultural global competence.

Unit 4

Subscription Box Business

Summary and Rationale

In this unit, students will utilize all aspects of running a subscription box business. To start, the class will research current trends for this form of business, along with pros and cons for various types of products. Tasks will include determining the setup for the business organization, type of products to be sold based on the knowledge and passion of each student, business name, logo, slogan and mission statement. Thereafter, they will create a list and description of all items to be included in the box, along with the idea for the design of the actual box. Students will work with Ms. Ciccone's students in Graphic Arts to determine the final design of the box, which will be printed by her class when done. Outlining the various parts of the marketing mix (product, price, place & promotion) will aid the students in establishing a plan and determine all costs for setting up and running their business. In addition, they will design a website for their subscription box company, generate advertising and promotion campaigns, surveys, and social media posts in order to manage and continually promote their business.

Recommended Pacing

6-8 weeks

Standards

9.3 Career and Technical Education

9.3.12.AR-TEL.3	Demonstrate decision-making, problem-solving techniques and communication skills when providing services for customers.
9.3.12.BM.2	Describe laws, rules and regulations as they apply to effective business operations.
9.3.12.BM-MGT.8	Create strategic plans used to manage business growth, profit and goals.
9.3.12.BM.5	Implement systems, strategies and techniques used to manage information in business.
9.3.12.BM.6	Implement, monitor, and evaluate business processes to ensure efficiency and quality results.

9.3 Career and Technical Education: **Marketing**

9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.

9.3.MK.8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
9.3 Career and Technical Education: Marketing Communications	
9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
9.3.MK-COM.2	Plan, manage and monitor day-to-day activities of marketing communications operations.
9.3.MK-COM.4	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
Interdisciplinary Connections	
English Language Arts	
NJLSA.R1.	Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
RH.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, qualitatively, as well as in words) in order to address a question or solve a problem
Integration of Technology	
8.1.12.C.1	Develop an innovative solution to a real-world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or an online community.
8.2.12.A.2	Analyze a current technology and the resources used to identify the trade-offs in terms of availability, costs, desirability and waste
Instructional Focus	
Enduring Understandings:	Essential Questions:

- Designing a unique company name, logo, slogan and mission statement sets the company apart from other businesses in the same industry.
- Having an understanding of the financial, legal and personal consequences of setting up the business as a sole proprietorship, partnership or corporation greatly enhances the overall financial stability of a business.
- A business owner must be familiar with the types of products offered for sale and the ability to price items according to the target market and area where items will be sold..
- The actual “box” should be designed in a colorful manner. Many customers use this criteria when purchasing from specific subscription box businesses.
- A user-friendly website is imperative to the success of a subscription box business.
- The website must be maintained and updated on a regular basis.
- Influencers increase followers for your subscription box company.
- Choosing the “right influencer” for your products and target market will increase sales.
- It is essential to understand the target market in order to create effective social media and advertising campaigns.
- Effective blog posts include a title, introduction, body, images, and a call to action.
- It is vital to use accounting software, such as QuickBooks, or have an accountant analyze all costs and expenses on a monthly basis.

- What are the pros & cons of choosing a unique set of products for your subscription box business?
- Why is it important to set up your business in the correct format of a sole proprietorship, partnership or corporation?
- What legal consequences will you face for each form of business ownership?
- What is the importance of creating a unique company name, logo, slogan and mission statement?
- What criteria will you use to determine the products for your subscription box business?
- When outlining the 4 P’s of marketing for your subscription box company, what are the necessary requirements for each of the 4 P’s – product, price, place & promotion?
- Which techniques work best when creating a design for the actual box for your company and why?
- What criteria should you include in the creation of the website for your business and why?
- What characteristics are discussed when determining the “target market” for your business?
- How do you choose an influencer to help promote your new company and why?
- What requirements do you expect the influencer to follow when promoting your company?
- Which elements should be included when writing an effective social media post for your target market?
- How do you determine which social media platform(s) will increase sales?
- Why is it important to stay within a budget when creating social media and/or advertising campaigns?
- How do you measure the success and/or failure of your business after the first year?

Evidence of Learning (Assessments)

Grading & Review of the following assignments:

- Research current trends for subscription box businesses.
- Creation of company name, logo, slogan, mission statement and form of business organization.
- Outline for the subscription box company, to include the theme of the box, products, pricing and frequency of shipments.
- Design of the actual “box” with the assistance of the graphic arts’ students.
- Project - Marketing Mix - 4 P’s of marketing/target market
- Creation of an effective, user-friendly website.
- Project - Influencer-for-a-day campaign and video.
- Project - Choosing an influencer, along with writing a contract with specific details to follow and payment for their services.

- Spring Social Media Campaign
- Assessments

Objectives (SLO)

Students will know:

- Analyze different types of subscription box companies that have achieved success in this crowded form of business. Why did they succeed when others did not?
- Choose products which they are knowledgeable about and have passion for.
- The 4 P's of Marketing
- How to determine target markets and segment them geographically, demographically, psychographically and behaviorally to benefit a brand.
- How to set goals, select content and target the right audience
- Analyze best practices for advertising on each platform
- Analyze quality of effective videos
- Determine whether an "influencer" will help promote their new business, while staying within a specific budget.
- Create epic social media content
- Measure the financial and personal success of their business.

Students will be able to:

- Determine the types of products to sell to their target market.
- Create a company name, logo, slogan and mission statement.
- Design their actual box for their new business, while teaming up with students in graphic arts classes.
- Determine the target audience.
- Discuss the ethical challenges of target/niche marketing.
- Create an effective "influencer-for-a-day" campaign, along with an appropriate video to promote one brand.
- Research an influencer for the new business, who aligns with their budget and business idea.
- Write a purposeful contract for the influencer, including all requirements and payments to help promote their business.
- Create epic content for each of the following platforms:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
- Create effective advertising campaigns.
- Work within a specific budget for each campaign.
- Analyze the success, as well as failure, of their business.

Tier 1 Modifications and Accommodations

Including special education students, Multilingual Language Learners (MLLs), students at risk of school failure, gifted and talented students, and students with 504 plans

Special Education/IEP/504 - Modifications and accommodations must be aligned to the stated plan and uphold expectations of the plan lawfully. Every student requires a different set of accommodations based upon need. Examples specific to visual arts practice include, but are not limited to:

- Follow individual IEP/504 plans for specific modifications.
- Preferential seating
- Extended/Additional time for assessments
- Behavior management support
- Assignments/resources in electronic and physical format
- Break down assignments with oral directions, written directions, and visuals.
- Provide frequent reminders to stay on task and reinforce on-task behavior
- Work on organizational skills
- Provide visual supports

- Partnering/Grouping of students
- Re-teaching and review
- Multi-media approach to accommodate various learning styles
- Decrease/Modify number of project requirements
- Teacher/Aide/Para assistance
- Demonstrations of techniques on an individual level
- Show slide presentations to encourage exploration of project ideas

MLL - Teachers identify the modifications that they will use in the unit as related to the needs of their student population. Examples specific to visual arts practice include, but are not limited to:

- Allow the use of Google Translate where appropriate.
- Provide alternate ways for the student to respond (verbal/pictographic answers instead of written)
- Substitute a hands-on activity or use of different media in projects for a written activity
- Prepare and distribute advance notes
- Provide model sentence frames and sentence starters for both oral responses and written responses
- Provide additional time to complete assessments and assignments
- Model and use gestures to aid in understanding
- Model tasks by giving one or two examples before releasing students to work independently
- Present instructions both verbally and visually
- Simplify written and verbal instructions
- Speak clearly and naturally, and try to enunciate words, especially their ending sounds.
- Provide Visual, Graphic, Interactive, and/or Sensory Supports
- Simplify the language, format, and directions of the assessment
- Allow for alternate seating for proximity to peer helper or teacher as necessary
- When showing videos, use Closed Captioning.
- Support use of student's primary language by translating key words in directions, or key vocabulary terms or giving students opportunities to communicate in their primary language (written or orally)

Gifted and Talented/Enrichment - Utilize differentiation in the areas of acceleration, enrichment, and grouping.

Examples specific to visual arts practice include, but are not limited to:

- Complex, in-depth research assignments
- Provide a variety of individualized work centers or student choice
- Lead demonstrations for class
- Create additional project(s) in a different medium, exploring a different technique, style, or subject.
- Individual presentation
- Multiple mediums in project

Career Readiness, Life Literacies, and Key Skills Practices (June 2020)

- Act as a responsible and contributing citizen and employee.
- Apply appropriate academic and technical skills.
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.
- Consider the environmental, social and economic impacts of decisions.
- Demonstrate creativity and innovation.
- Employ valid and reliable research strategies.
- Utilize critical thinking to make sense of problems and persevere in solving them.

- Model integrity, ethical leadership, and effective management.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity.
- Work productively in teams while using cultural global competence.

Unit 5

Retail Brick & Mortar, Store-Front Business

Summary and Rationale

In this unit, students will utilize all aspects of running a small store-front business for products or services. Tasks will include determining the setup for the business organization, type of products or services to be sold based on the knowledge and passion of each student, as well as creating a business name, logo, slogan and mission statement. Thereafter, they will research competitors within a five-mile radius to ascertain products/services sold, pricing, pros and cons of each competitor. Outlining the various parts of the marketing mix (product, price, place & promotion) will aid the students in establishing a plan and determine all costs for setting up and running their business. Students will gain an understanding of the importance of “visual merchandising”, while they design the outside lettering, window displays and the interior of their store. New forms of advertising will be required for their retail business—a press release and direct mail ads. A fun form of advertising will also include the use of one form of Guerrilla Advertising. In addition, they will create a website for their company, generate advertising and promotion campaigns, surveys, and social media posts in order to manage and continually promote their business. Their final project will be writing a company handbook for all employees.

Recommended Pacing

8-10 weeks

Standards

9.3 Career and Technical Education

9.3.12.AR-TEL.3	Demonstrate decision-making, problem-solving techniques and communication skills when providing services for customers.
9.3.12.BM.2	Describe laws, rules and regulations as they apply to effective business operations.
9.3.12.BM-MGT.8	Create strategic plans used to manage business growth, profit and goals.
9.3.12.BM.5	Implement systems, strategies and techniques used to manage information in business.
9.3.12.BM.6	Implement, monitor, and evaluate business processes to ensure efficiency and quality results.

9.3 Career and Technical Education: **Marketing**

9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
9.3.MK.7	Determine and adjust prices to maximize return while maintaining customer perception of value.

9.3.MK.8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
9.3 Career and Technical Education: Marketing Communications	
9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
9.3.MK-COM.2	Plan, manage and monitor day-to-day activities of marketing communications operations.
9.3.MK-COM.4	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
Interdisciplinary Connections	
English Language Arts	
NJLSA.R1.	Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
RH.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, qualitatively, as well as in words) in order to address a question or solve a problem
Integration of Technology	
8.1.12.C.1	Develop an innovative solution to a real-world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or an online community.
8.2.12.A.2	Analyze a current technology and the resources used to identify the trade-offs in terms of availability, costs, desirability and waste
Instructional Focus	
Enduring Understandings:	Essential Questions:

- Designing a unique company name, logo, slogan and mission statement sets the company apart from other businesses in the same industry.
- Having an understanding of the financial, legal and personal consequences of setting up the business as a sole proprietorship, partnership or corporation greatly enhances the overall financial stability of a business.
- A business owner must be familiar with the types of products and/or services offered for sale and the ability to price items according to the target market and area where items will be sold..
- Visual Merchandising attracts customers with the design of the effective lettering for the outside of the store, attractive window displays and the setup of the interior of the store to attract sales.
- Effective advertising for a retail brick & mortar store includes press releases and direct mail ads.
- Guerrilla advertising is a fun and interactive advertising format of getting your business known, at a reasonable cost to the business.
- A user-friendly website is imperative to the success of all retail businesses.
- The website must be maintained and updated on a regular basis.
- It is essential to understand the target market in order to create effective social media and advertising campaigns.
- Effective blog posts include a title, introduction, body, images, and a call to action.
- A company handbook allows the owner of the business to outline all requirements to follow as an employee.
- The handbook alleviates many legal ramifications for both the employer and employees.
- It is vital to use accounting software, such as QuickBooks, or have an accountant analyze all costs and expenses on a monthly basis.

- What are the pros & cons of choosing a unique set of products and/or form of service for your business?
- Why is it important to set up your business in the correct format of a sole proprietorship, partnership or corporation?
- What legal consequences will you face for each form of business ownership?
- What is the importance of creating a unique company name, logo, slogan and mission statement?
- What criteria will you use to determine the products and/or services for your business?
- What information do you need to know about local and online competitors in order to have a successful business?
- How will each competitor affect the success or failure of your business?
- How does an inviting window display, unique lettering and store layout have an impact on gaining and retaining customers? Why?
- What is the purpose of a Press Release for any type of business?
- Should new retail businesses use direct-mail ads to promote their new store? How effective are they and why?
- How is Guerrilla Advertising different from other types of advertising?
- Why do you feel it would or would not be an effective form to use?
- When outlining the 4 P's of marketing for your company, what are the necessary requirements for each of the 4 P's – product, price, place & promotion?
- What criteria should you include in the creation of the website for your business and why?
- What characteristics are discussed when determining the “target market” for your business?
- Which elements should be included when writing an effective social media post for your target market?
- How do you determine which social media platform(s) will increase sales?
- Why is it important to stay within a budget when creating social media and/or advertising campaigns?
- What is the importance of writing and distributing an Employee Handbook for the employees of your business?
- What details should be included in your particular company's handbook?
- How will the handbook assist employees throughout their employment?

- How do you measure the success and/or failure of your business after the first year?

Evidence of Learning (Assessments)

Grading & Review of the following assignments:

- Research of successful brick-and-mortar stores.
- Determining setup of business organization, along with company name, logo, slogan, and mission statement
- Research of competitors within a 5 mile distance of their store.
- Visual Merchandising Project
- Advertising Campaign - Press Release, Direct Mail Ad and Flyers
- Guerrilla Marketing Campaign
- Design and creation of a company website using www.wix.com or www.weebly.com.
- Social Media Advertising Project
- Writing of Company Handbook - Final Project
- Assessments

Objectives (SLO)

Students will know:

- Analyze successful brick & mortar stores to determine why they succeeded when others did not.
- Choose products and/or services which they are knowledgeable about and have passion for.
- The 4 P's of Marketing
- How to determine target markets and segment them geographically, demographically, psychographically and behaviorally to benefit a brand.
- Importance of creating a unique outdoor sign, along with great window displays and store layout.
- How to set goals, select content and target the right audience
- Utilize different forms of advertising for brick & mortar stores, such as press releases, direct-mail ads and an effective form of guerrilla advertising,
- Analyze best practices for advertising on each social media platform.
- Create epic social media content

Students will be able to:

- Determine the types of products and/or services to sell to their target market.
- Create a company name, logo, slogan and mission statement.
- Design the lettering for the outside of their brick-and-mortar business, as well as exceptional window displays and store layout.
- Determine the target audience.
- Discuss the ethical challenges of target/niche marketing.
- Include additional forms of advertising for a retail establishment—press releases, direct-mail ads and a form of guerrilla advertising.
- Create epic content for each of the following platforms:
 - Facebook
 - Instagram
 - Twitter
 - YouTube
- Create effective advertising campaigns.
- Work within a specific budget for each campaign.
- Design a user-friendly website.
- Write an effective company handbook to assist employees with the goals of the company.

- Design of a user-friendly website to aid in the success of your retail establishment.
- The purpose of writing a company handbook.
- Measure the financial and personal success of their business.

- Analyze the success, as well as failure, of their business.

Tier 1 Modifications and Accommodations

Including special education students, Multilingual Language Learners (MLLs), students at risk of school failure, gifted and talented students, and students with 504 plans

Special Education/IEP/504 - Modifications and accommodations must be aligned to the stated plan and uphold expectations of the plan lawfully. Every student requires a different set of accommodations based upon need. Examples specific to visual arts practice include, but are not limited to:

- Follow individual IEP/504 plans for specific modifications.
- Preferential seating
- Extended/Additional time for assessments
- Behavior management support
- Assignments/resources in electronic and physical format
- Break down assignments with oral directions, written directions, and visuals.
- Provide frequent reminders to stay on task and reinforce on-task behavior
- Work on organizational skills
- Provide visual supports
- Partnering/Grouping of students
- Re-teaching and review
- Multi-media approach to accommodate various learning styles
- Decrease/Modify number of project requirements
- Teacher/Aide/Para assistance
- Demonstrations of techniques on an individual level
- Show slide presentations to encourage exploration of project ideas

MLL - Teachers identify the modifications that they will use in the unit as related to the needs of their student population. Examples specific to visual arts practice include, but are not limited to:

- Allow the use of Google Translate where appropriate.
- Provide alternate ways for the student to respond (verbal/pictographic answers instead of written)
- Substitute a hands-on activity or use of different media in projects for a written activity
- Prepare and distribute advance notes
- Provide model sentence frames and sentence starters for both oral responses and written responses
- Provide additional time to complete assessments and assignments
- Model and use gestures to aid in understanding
- Model tasks by giving one or two examples before releasing students to work independently
- Present instructions both verbally and visually
- Simplify written and verbal instructions
- Speak clearly and naturally, and try to enunciate words, especially their ending sounds.
- Provide Visual, Graphic, Interactive, and/or Sensory Supports
- Simplify the language, format, and directions of the assessment
- Allow for alternate seating for proximity to peer helper or teacher as necessary
- When showing videos, use Closed Captioning.
- Support use of student's primary language by translating key words in directions, or key vocabulary terms or giving students opportunities to communicate in their primary language (written or orally)

Gifted and Talented/Enrichment - Utilize differentiation in the areas of acceleration, enrichment, and grouping. Examples specific to visual arts practice include, but are not limited to:

- Complex, in-depth research assignments
- Provide a variety of individualized work centers or student choice
- Lead demonstrations for class
- Create additional project(s) in a different medium, exploring a different technique, style, or subject.
- Individual presentation
- Multiple mediums in project

[Career Readiness, Life Literacies, and Key Skills Practices \(June 2020\)](#)

- Act as a responsible and contributing citizen and employee.
- Apply appropriate academic and technical skills.
- Attend to personal health and financial well being.
- Communicate clearly and effectively and with reason.
- Consider the environmental, social and economic impacts of decisions.
- Demonstrate creativity and innovation.
- Employ valid and reliable research strategies.
- Utilize critical thinking to make sense of problems and persevere in solving them.
- Model integrity, ethical leadership, and effective management.
- Plan education and career paths aligned to personal goals.
- Use technology to enhance productivity.
- Work productively in teams while using cultural global competence.