

Unit 6 Distribution, Promotion and Selling

Content Area: **Mathematics**
Course(s): **Generic Course, Entrepreneurship**
Time Period: **Semester 1 & 2**
Length: **2.5 weeks**
Status: **Published**

Standards

PFL.9.1.12.A.6	Summarize the financial risks and benefits of entrepreneurship as a career choice.
PFL.9.1.12.B.6	Design and utilize a simulated budget to monitor progress of financial plans.
PFL.9.1.12.E.5	Evaluate business practices and their impact on individuals, families, and societies.
TECH.8.2.12.D.2	Write a feasibility study of a product to include: economic, market, technical, financial, and management factors, and provide recommendations for implementation.

Enduring Understanding

Choosing the right channels of distribution saves time and lowers costs for both buyers and sellers.

The marketing mix is one of the most important factors in the success of a business.

No matter how great your products, distribution methods and pricing, you will not succeed as an entrepreneur if customers do not know about your business.

Essential Questions

How do you know when you have the right marketing mix for your products?

How important is customer loyalty?

How does distribution add value to goods, services and ideas being sold?

Knowledge and Skills

Identify and explain components of the marketing mix.

Discuss product promotion strategies.

Analyze distribution channel options.

Explain the purpose of needs assessment.

Evaluate the effectiveness of promotional strategies.

Identify marketing efforts that an existing business uses.

Transfer Goals

Even if a business is developed alone, there are many other parties involved in running a company.

Taking some time to consider the pros and cons of an action is important in the design process.

Resources

Textbook

You Tube

Small Business Administration

Government websites

Shark Tank

Elevator Pitch