**Free Enterprise Unit**

**Pacing Guide**

Rachel Jorgensen

racheljorgensen@alpinedistrict.org

Day 1: Marketing 4 P's ppt with guided notes

Day 2: Layout of our business concept, divide class into small groups for each to come up with a business plan

Day 3: Present business plans, class votes on concept

Day 4: Lab groups produce recipe for themselves to sample, tweak if needed, and focus group (sometimes best to show them a focus group- Supermarket superstar is great) for market research. Assign/sign up for groups for business (accounting, PR, setup/cleanup, etc)

Day 5: Produce and package product for mass sale

Day 6: Evaluate sales/profit

\*Some videos I use you can You Tube are Jim Gaffigan bottle water, Worlds Best Cup of Coffee from Elf, and Jim's Dance off with Sign Guy from the office.