

Micro-Enterprise Curriculum



Student Workbook

High School Module 2: General Marketing

This module focuses on the importance of marketing a business. They will discover the name recognition, branding, and how to pitch their business. In this module, they will also discuss the importance of failure, pointing out key entrepreneurs who initially failed but kept moving forward.

Funded by

WORKSHEET

What is marketing?

Goals:

- > Explain and define marketing.
- > Understand how marketing impacts a business's overall success.
- > Identify and describe the 4 P's of marketing.

Which is which? Identifying the Four P's of Marketing

Determine if the words listed below are an example of a product, price, promotion, or place.

Item	Product	Price	Promotion	Place
Car				
Doctor				
Storage Garage				
Computer				
Billboard				
Radio				
Restaurant				
Television				
Website				
Song				
Profit				
Shipping				
Food				
Jacket				
Movie Ticket				
Clothing Store				
Personal Selling				
Flyer				
Business Address				
Cost of Labor				
Wholesale				
Newspaper				
Mark-up				
Distribution				
Packaging				

I Failed My Way to Success

What is Marketing?

What mistakes have you learned from?

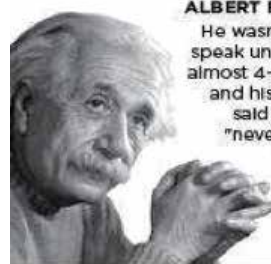
Use the image of the "Famous Failures" to answer the following questions.

How did Michael Jordan, Oprah, Albert Einstein, Walt Disney, Steve Jobs, and The Beatles benefit from making mistakes?

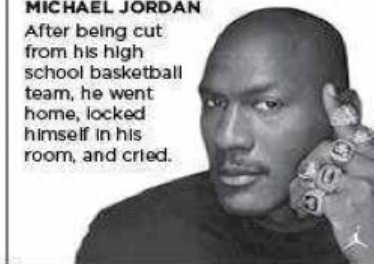
State what each person accomplished to make them successful.

Pick your favorite quote and explain how their lesson was important on their decision to keep trying and also on their overall success.

FAMOUS FAILURES



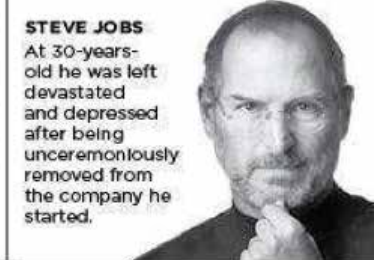
ALBERT EINSTEIN
He wasn't able to speak until he was almost 4-years-old and his teachers said he would "never amount to much"



MICHAEL JORDAN
After being cut from his high school basketball team, he went home, locked himself in his room, and cried.



WALT DISNEY
Fired from a newspaper for "lacking imagination" and "having no original ideas."



STEVE JOBS
At 30-years-old he was left devastated and depressed after being unceremoniously removed from the company he started.



OPRAH WINFREY
Was demoted from her job as a news anchor because she "wasn't fit for television."



THE BEATLES
Rejected by Decca Recording Studios, who said "We don't like their sound—they have no future in show business."

**IF YOU'VE NEVER FAILED,
YOU'VE NEVER TRIED ANYTHING NEW**



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