

Teacher: Justin Rule

Advanced Entrepreneurship Outline | Credits: 1.0

Week	Semester	Topic	Key Activities / Outcomes	Your Own Launch
1	Fall	Time Planning & Your Why	• Allocate time for learning, research, development, branding, marketing, deliverables, feedback, support • Learn how to prioritize tasks and manage deadlines. • Define the purpose and ultimate goal of your business. • Reflect on personal motivation and how it drives long-term vision. • Align your why with business objectives.	<i>Why statement</i>
Homework: ONE WEEK TEST – Use 3 at-home products. Create a business name, concept product, pitch, and price.				
2	Fall	What's your problem? Is it a good idea	• Passion / Problem / Skill Set • Research competitors and understand who else is addressing it. • Conduct a competitive analysis. • Assess opportunity, demand, target audience, and product development potential. • Evaluate profit projections and financial viability. • Plan strategies for growth if your business expands.	<i>Do Passion, Problem, and Skills Chart</i>
3	Fall	SWOT, People, and Problem Solving	• Develop a clear plan for your contribution to solving the problem. • Identify the team members and roles needed to execute your plan. • Evaluate skill gaps and how to fill them effectively. • Develop a launch plan and fulfillment strategy. • Conduct a SWOT analysis. • Prepare for potential operational challenges and market risks.	<i>SWOT</i>
LOCAL PROJECT – Evaluating a Local Business			• Analyze a local business's people, processes, and products. • Identify operational strengths and weaknesses. • Suggest actionable improvements based on observations.	
4	Fall	Going to Market Considerations	• Explore options for print, digital, storefront, and mobile services. • Assess logistics, cost, and feasibility for each channel. • Decide on the best approach to reach your target customers. • Identify necessary materials, resources, and suppliers. • Create a production timeline with milestones. • Track progress and adjust plans to meet deadlines.	<i>Decide on platform</i>
5	Fall	Creating Your Own Brand	• Develop a business name, brand colors, logo, fonts, and marketing voice. • Explore how branding communicates value to your target audience. • Align branding elements with your business mission and goals.	
6	Fall	Local Expert Q&A – Ryan Smoker	• Engage with a local entrepreneur to learn real-world business strategies. • Discuss challenges, successes, and practical lessons learned. • Ask questions about branding, operations, and growth strategies.	<i>Decide on name and brand</i>
7	Fall	Developing Your Product/Service – Single vs Multiple Products	• Compare benefits of focusing on a single product vs multiple offerings. • Evaluate potential risks and rewards of product diversification. • Decide on a product strategy aligned with audience demand.	
8	Fall	Making Projections – Pricing & Positioning	• Evaluate potential pricing strategies. • Analyze market positioning and competition. • Research historical data to guide decision-making. • Understand profit and loss statements and how to calculate them. • Evaluate return on investment for various scenarios. • Use financial metrics to inform business decisions.	<i>Productize and P&L Projection</i>
9	Fall	Making Projections – Cross Sells & Affiliates	• Explore revenue opportunities through cross-selling. • Understand affiliate marketing and partnership strategies. • Develop plans to expand market reach effectively. • Layout marketing rhythm for your launch	
10	Fall	Sales & Marketing	• Developing a marketing plan and strategy. Benefits of a 'waterfall plan' vs. 'agile' plan. • Pitch best practices and approaches. • Practice pitch and overviewing next steps, managing customer expectations, and getting ahead of common questions or objections.	<i>Launch Early?</i>
12	Fall	Sales & Marketing	• Developing marketing materials for print, video, social, and samples	<i>Marketing Plan</i>
13	Fall	Distribution Channel Strategy – Lead Magnets & Digital Footprints	• Learn basics of lead generation through incentives and lead nurturing. • Understand social third-party platforms and website • Rhythms to monitor marketing methods and overall footprint analytics	
LOCAL PROJECT – Evaluating a Similar Business			• Analyze another business's people, processes, and products. • Compare findings to your own business plan for improvement. • Identify actionable insights to refine your approach.	
14	Fall	Feedback on Beta	• Collect feedback from 10 test users on brand, product, and projections. • Analyze responses to identify areas for improvement. • Refine product, brand, and launch plan before official release.	<i>Launch!</i>
15	Fall	Launching Your Business!	• Execute marketing and promotional activities. • Share your business and product with your target audience. • Serve customers effectively during initial launch period.	
			CHRISTMAS BREAK	<i>SELL!</i>

16	Spring	Local Expert Q&A – Adam Grim	• Gain insights on scaling a business and market strategy. • Discuss practical operational challenges and solutions. • Ask questions about digital presence and distribution strategies.	
17	Spring	Converting Customers & Fulfillment	• Manage orders, delivery, and customer service. • Ensure a smooth and consistent fulfillment process. • Track customer satisfaction and adjust processes as needed.	<i>Customer Tracking</i>
18	Spring	Cost Tracking & Inventory Management	• Track time, materials, and inventory efficiently. • Identify cost-saving opportunities without compromising quality. • Use systems to maintain accurate records and forecasts.	
19	Spring	Marketing Analytics – GA4 & Trends	• Learn to use Google Analytics 4 and other marketing tools. • Monitor national trends and competitor activity. • Apply insights to optimize marketing strategies.	<i>Conduct Analytics Overview</i>
20	Spring	Content Marketing 101	• Develop your own video, blog, and email • Create 3 original videos, articles, or emails • Load them on appropriate channel platforms	
21	Spring	Staying Connected – Emails	• Build email campaigns to nurture customer relationships. • Create content to educate and engage your audience. • Monitor performance and improve email strategy.	
22	Spring	Staying Connected – Video	• Develop video content to build brand loyalty and value. • Use storytelling and educational techniques effectively. • Distribute video content across appropriate digital channels.	
23	Spring	Staying Connected – Blogs	• Create informative and engaging blog content. • Optimize for SEO and audience engagement. • Use blogs to support marketing and lead generation.	
24	Spring	Local Expert Q&A – Nelson Shertzer	• Scaling your business. • Power of a mentor • Starting the next business with different goals	
25	Spring	YOUR OWN PROJECT – Develop Your Own Content	• Work on channel content	<i>Email, Video, Blog</i>
26	Spring	Evaluating Success	• Collect core analytics, customer feedback, make revised plan for next season	
27	Spring	Evaluating Success	• Assess profits, business freedom, and overall impact. • Measure outcomes against initial goals and projections. • Identify areas for future growth and improvement.	
28	Spring	Makeup Week	Dig Deeper / Recap / Q&A	<i>Final Assessment</i>
29	Spring	Share Results	Final Results Presentation	
30	Spring	Share Results	Final Results Presentation	