

# 12th Grade EDP Business Project

<b>Overriding Theme</b> Entrepreneurship in the 21st Century
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	<b>English</b>	<b>Economics</b>	<b>Design</b>	<b>Math</b>
<b>Learning Objectives</b>	Rhetoric in the workplace: ethos, pathos, logos, identify fallacies in advertising Develop marketing plan - use rhetoric to persuade people to purchase product Presentation skills: professionalism	Entrepreneurship  Concept of economics - demand  Start up budget	Based on survey, draft design of product  Research on products that are environmentally friendly Research materials needed to produce product  Research production costs Design/research workplace	Demonstrate budget analysis  projected cost estimation profit margin calculation
<b>Lesson Connections</b>	Writing Mission Statements Develop marketing plan: print ads, logo, slogans, commercials Develop survey		Product design based on need established from survey Product must be beneficial for community and environment	creating final budget documents create profit/loss statements
<b>Project Alignment</b>	Develop product to market and sell		Construct product to sell	Find sale price needed to create a profit

<b>Culminating Project</b>	Power Point presentation to community panel
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