
Culminating Exercises: Developing a Business and Marketing Plan

(Updated: June 16, 2017)

Students must complete the following tasks (or deliverables):

Task 1) Develop a Sales and Marketing Plan for the Bear Den (created by completing resource 26-10);

Task 2) Develop a one page memo indicating what they learned from their interaction with a third-party mentor about their Bear Den marketing plan. (Discussing your Bear Den marketing plan with a workplace mentors is Step 2 of the Role Play in resource 26-10);

Teachers and students may develop acceptable alternatives as long as each student independently completes a one page memo indicating “lessons learned” from a third-party mentor about a business or marketing plan he / she created.

Good luck!