

Wed 3/9/16

Obj 3.05 Employee Marketing Information to Develop a Marketing Plan

Preview PowerPoint and take notes in your own notebook, these are possible test questions. Due at end of block

- Define Market Analysis
 - Why do we need it?
- What are the components of a market analysis? Briefly explain each
- How will a spreadsheet help with Market Analysis?
- What are the steps for conducting marketing analysis?
- Explain S.W.O.T (benefits, procedures, features, etc)
- What is a competitive analysis? Explain (include procedures
 - Include components

Friday 3/11/16

Obj 3.06 The Legal Environment

Topics you should know and be able to possibly write about for a test/project

- Intellectual property law
- Patents: process, search, application, etc
- Copyrights
 - Public domain
- Trademarks
 - Service mark
- 4 rules that determine if your invention can be patented? Explain each
- Startup business laws: there are 3 explain each
- What is capacity? According to PowerPoint
- Explain how to choose a location and hire employees
- What is EEOC? Explain
- Explain wrongful termination
- Equal pay act 1963
- Fair Labor standards act
- Occupational Safety & Health Act
- Price discrimination is?
- Consumer protection is?
- What is FDA
- What is consumer product safety commission?
- What is fair packaging and labeling act
- Explain uniform commercial code
- Truth in lending
Truth in Advertising
 - Bait and switch?
- Paying taxes
- Legal Advice