# Mossman State High School

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## Class Course Planner - 2024

Class: ECB101A Date Range: 08-Jul-2024 to 22-Nov-2024

| Term Week | Unit Number | Unit Plan - Topic | Assessment/Excursion | Date |
|---|---|---|---|---|
| T 3 Wk 1 | | Unit 3: Product Innovation and Entrepreneurship Introduction | | |
| T 3 Wk 2 | | Design, carry out a consumer survey and analyse responses | Handout: Product Report and Pitch | 15 Jul |
| T 3 Wk 3 | | Report formatting and the business seed stage | | |
| T 3 Wk 4 | | Report writing - target market and customer needs | | |
| T 3 Wk 5 | | Report writing - product innovation and recommendations | | |
| T 3 Wk 6 | | Report writing - product innovation and recommendations | Draft due: Product Report and Pitch | 15 Aug |
| T 3 Wk 7 | | Create a product pitch | | |
| T 3 Wk 8 | | Role play: product pitches to potential investors | | |
| T 3 Wk 9 | | Role play: product pitches to potential investors | Product Report and Pitch | 2 Sep |
| T 3 Wk 10 | | Task return and feedback | | |
| T 4 Wk 1 | | Unit 4: Product marketing and launch - Introduction | | |
| T 4 Wk 2 | | Unit 4: Product marketing and launch - Teams and roles | | |
| T 4 Wk 3 | | The four Ps of marketing: product, place, price & promotion | | |
| T 4 Wk 4 | | Report writing and feedback: place, price, promotion | | |
| T 4 Wk 5 | | Event planning | | |
| T 4 Wk 6 | | Event review | | |
| T 4 Wk 7 | | Run events for class | | |
| T 4 Wk 8 | | Finalise report and submit | Event Marketing Assignment | 18 Nov |