

**PACE ACADEMY**  
**Grade 12 STEM Entrepreneurship**  
**Curriculum Guide**  
**AY 2020-2021 (2<sup>nd</sup> Sem)**

**Entrepreneurship and basic principles in marketing (The Marketing Mix)**

1. Concepts, underlying principles, and processes of developing the business.
2. Entrepreneurial competencies
3. Starting a business
4. New venture ideas
5. Voice of customers
6. Market (locality/town)
7. Key concepts of marketing: 7P's of marketing, buyer's characteristics, and consumer decision processes
8. Players in the market (competitors)
9. Products and services available in the market
10. The 4M's: Manpower, Method, Machine, and Materials of operations in relation to business opportunity.
11. The Marketing Mix (Principles of Marketing)
  - a.) Product development: prototype, testing, potentials (customers, suppliers, supply chain, and recruitment)
  - b.) Pricing Strategies
  - c.) Distribution Mix and Promotional Mix
12. Basic accounting and business finance concept on forecasting and projection: preparation of financial statement.
13. Preparing the Marketing Plan
14. Oral Defense of the Marketing Plan