

Business Newspaper Project

You are editors for the **CEC Business Journal**, a weekly paper written for young entrepreneurs and students interested in studying business. This newspaper contains information about the different aspects of operating a successful business. It also profiles business careers, contains editorials, and a business crossword puzzle.

You will work with a team of 4 people to design the next edition of your newspaper, which will include:

- Articles on:
 - Types of Business Ownership (sole proprietorship, partnership, corporation)
 - What is franchising? Advantages and Disadvantages
 - A product's life cycle (Introduction, Maturity, Decline)
 - The four Ps of Marketing (product, price, place, promotion)
 - Job Opportunities in the videogame industry – training, education, job description, salary, etc.
- Editorials on:
 - Some people believe that CEOs are overpaid and overcompensated for their services. What do you think? Write an essay that presents your opinion on this issue.
- Puzzle
 - This can be a word search, crisscross, cryptogram, letter tiles, etc.
 - Include words from articles
 - See : <http://puzzlemaker.school.discovery.com/>
- Advertisement
 - These have to be things that an entrepreneur/business person would be interested in. Such as,
 - Computer software, hardware
 - Expensive cars
 - Meeting planning services
 - Expensive watches
 - Banking services
 - Travel services