

Business Education Writing Prompts

Trademark/ Copyright	<p>Prompt: Large companies such as Disney and Starbucks go to great lengths to protect their brand, logos, and intellectual property. These companies send a “cease and desist” letter demanding that a “copy-cat” stop infringing on their brand or they will sue. Some critics think that they over-react at the first sign of another label infringing on their brand.</p> <p>What might happen if large companies do not act soon when finding a potential infringement on their brand?</p> <p>What is your opinion on companies taking great measures to protect their brand?</p>
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Small Business USA	<p>Prompt: Longtime CEO of Dollar General, Cal Turner wrote a book called “My Father’s Business”. This narrative is about how Cal’s father built the Dollar General empire based on family values and a people oriented business style. Now, Dollar General has grown so large and has expanded so much that they are putting “small town America” businesses out of business!</p> <p>What are your thoughts on this? Can Dollar General still call themselves a company of family values and people-oriented if they are putting small businesses out of business?</p>
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Prom Dress Sales	<p>Prompt: Gloria has owned a formalwear shop for over 30 years. She has dreamed of handing the business down to her daughter after she retires. Amazon offers great deals on prom and formal gowns at a fraction of the cost and these gowns are delivered right to the customer’s door. Gloria sees a downfall in sales...but is still profitable.</p> <p>What does Gloria’s formalwear shop offer that Amazon does not? Is there still a market for a prom dress shop on Main Street USA?</p>
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<h2 style="text-align: center;">Service Businesses</h2>	<p>Prompt: Service businesses are businesses who perform a service in exchange for money. Keeping the books for a service business tends to be easier as there is no inventory in which to account.</p> <p>Think of a service business that you patronize. What accounts do you think that they probably have in their chart of accounts?</p>
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<h2 style="text-align: center;">Extracting Businesses</h2>	<p>Prompt: Extracting businesses are those that gather or extract natural resources from the earth. Dairy farms, grape orchards, wheat farms, and natural gas companies are all extracting businesses.</p> <p>What companies can you think of (in the area where you live) that you patronize?</p>
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<h2 style="text-align: center;">The Wal*Mart Effect</h2>	<p>Prompt: Some people refuse to shop at giant retailers such as Wal Mart. They would rather pay more, and support a small locally owned business. Others buy most of their household items at Wal Mart. Saving money and getting everything in one stop is important to them.</p> <p>When you are on your own and buying the items for your own household someday, what will you do? What type of a consumer do you think that you will be?</p>
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School Store	Prompt: What three items do you feel would sell best at a school store?
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School Cafeteria	Prompt: If the school announced that they were bringing two fast food companies in to the cafeteria, what two brands do you, think would do best in your school? Why?
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Popular Teen Labels	Prompt: What THREE clothing labels do you think are the most popular for your demographic? Explain....
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McDonalds	Prompt: In your opinion, does McDonalds offer menu items for all six of the living generations? If not, what generation do you feel is being slighted? Explain? What menu item could they offer to fulfil that void?
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School Cafeteria	Prompt: If the school announced that they were bringing two fast food companies in to the cafeteria, what two brands do you think would do best in your school? Why?
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Your Avatar	<p>Prompt: If you had to describe you as a customer, what demographic descriptors would you use?</p> <p>In a well-developed paragraph, describe YOU as a customer.</p>
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Hi! My name is **Denise Leigh** and I have been teaching business education for over 20 years! I LOVE what I do...and I LOVE my students!

Follow me on Instagram @businessteachdenise AND Facebook @Denise Leigh 21st Century Classroom
I would love to provide you with some lesson plans that are DONE FOR YOU!

Please visit my TpT Store on Teachers Pay Teachers
“Business Ed with Denise Leigh”

I am the creator behind the “snip notes systems” for accounting, business essentials, business law and marketing.....the 21st century solution to getting students ENGAGED in your business classes!

