



CAREER PATHWAYS

Launch Your Future Today

Small Business Basics-Screen Printing

SMALL BUSINESS BASICS-SCREEN PRINTING

WWG Public Schools, Tracy Area Public Schools, Red Rock Central Public Schools, and Plum Creek Embroidery were awarded \$40,830 in LYFT Pathways funding to develop a student run business and course in Small Business Basics-Screen Printing. The project will teach students the basics of running a small business through designing, creating and promoting clothing for the partnering schools, other area schools and area businesses. A portion of the funds would be used to purchase a silk screener to make clothing. Students would take concurrent coursework in business and graphic design to learn everything they need to know about starting a small business. Course objectives would include what it takes to be an entrepreneur, funding, sales and marketing, legal issues, writing and carrying out a business plan, and computer graphic design. This will help interested students take the knowledge gained and apply it to the opportunity of creating their own small business.

Throughout the course students will learn about small business basics such as cash flows, profit, overhead, cost of goods, marketing, market areas, customer relations, and marketing on social media, to name a few learning targets. They will develop creative thinking, problem solving, and many other 21st Century Skills that will lead to success no matter what career they pursue in the future.

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