

Writing Prompts, Vol. 2

Google Docs or Microsoft Word

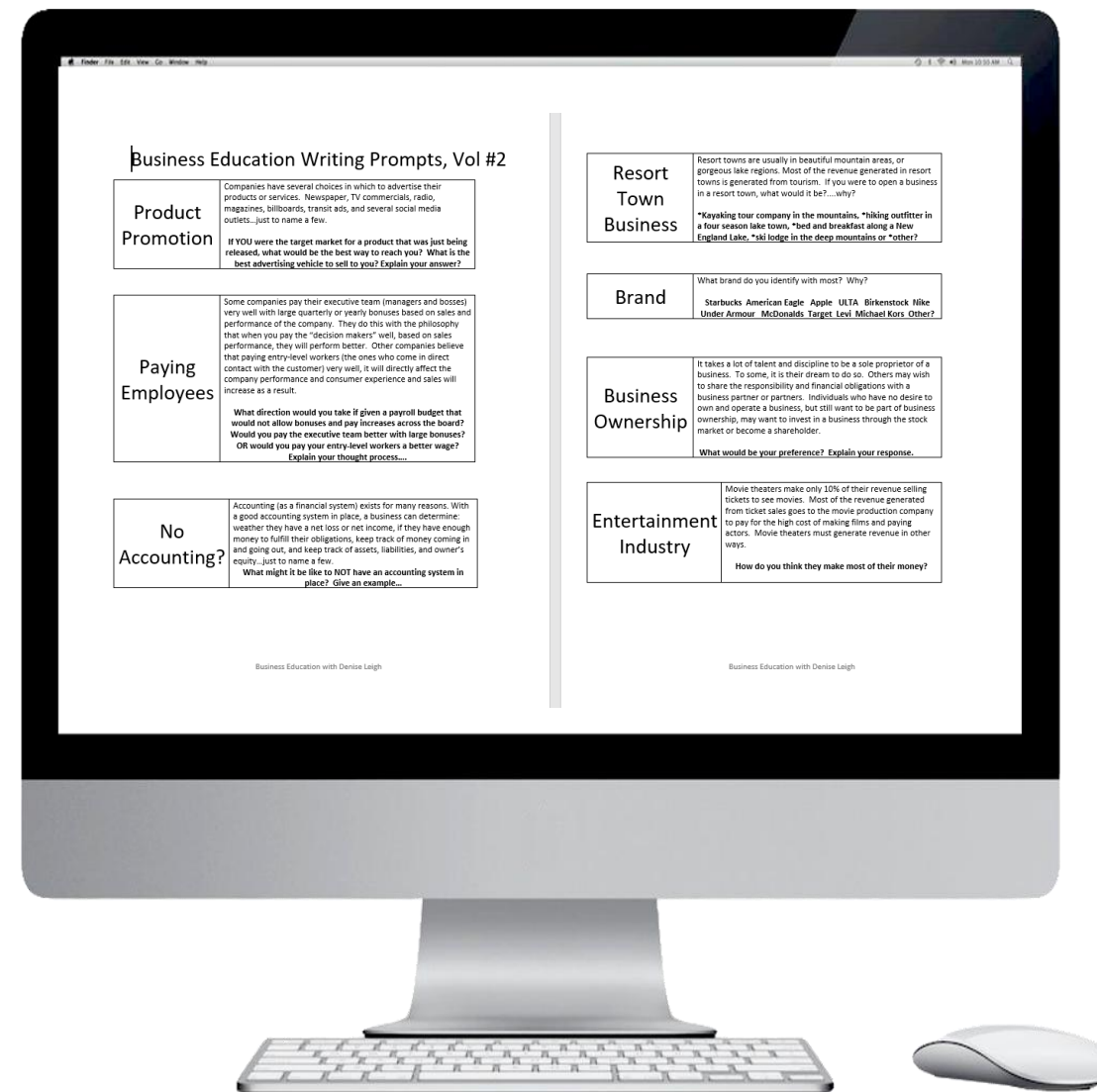
20 Writing Prompts

Great Exit Tickets or
Bell Ringers

Great for a Sub Day or
Remote Learning Day

Great for Accounting,
Personal Finance,
Marketing, Intro to
Business, Business Law,
Entrepreneurship, or
Business Essentials Class

NO PREP!
SAVES YOU TIME!



BUSINESS EDUCATION WITH *Denise Leigh*

Business Education Writing Prompts, Vol #2

Product Promotion
Companies have several choices in which to advertise their products or services. Newspaper, TV commercials, radio, magazines, billboards, transit ads, and several social media outlets...just to name a few.
If YOU were the target market for a product that was just being released, what would be the best way to reach you? What is the best advertising vehicle to sell to you? Explain your answer?

Paying Employees
Some companies pay their executive team (managers and bosses) very well with large quarterly or yearly bonuses based on sales and performance of the company. They do this with the philosophy that when you pay the "decision makers" well, based on sales performance, they will perform better. Other companies believe that paying entry-level workers (the ones who come in direct contact with the customer) very well, it will directly affect the company performance and consumer experience and sales will increase as a result.
What direction would you take if given a payroll budget that would not allow bonuses and pay increases across the board? Would you pay the executive team better with large bonuses? OR would you pay your entry-level workers a better wage? Explain your thought process....

No Accounting?
Accounting (as a financial system) exists for many reasons. With good accounting system in place, a business can determine: whether they have a net loss or net income, they have enough money to fulfill their obligations, keep track of money coming in and going out, and keep track of assets, liabilities, and owner's equity...just to name a few.
What might it be like to NOT have an accounting system in place? Give an example.

Resort Town Business
Resort towns are usually in beautiful mountain areas, or gorgeous lake regions. Most of the revenue generated in resort towns is generated from tourism. If you were to open a business in a resort town, what would it be?...why?
*Kayaking tour company in the mountains, *hiking outfitter in a four season lake town, *bed and breakfast along a New England Lake, *ski lodge in the deep mountains or *other?

Brand
What brand do you identify with most? Why?
Starbucks American Eagle Apple ULTA Birkenstock Nike Under Armour McDonalds Target Levi Michael Kors Other?

Business Ownership
It takes a lot of talent and discipline to be a sole proprietor of a business. To some, it is their dream to do so. Others may wish to share the responsibility and financial obligations with a business partner or partners. Individuals who have no desire to own and operate a business, but still want to be involved in business ownership, may want to invest in a business through the stock market or become a shareholder.
What would be your preference? Explain your response....

Entertainment Industry
Movie theaters make only 10% of the revenue selling tickets to see movies. Most of the revenue generated from ticket sales goes to the movie production company to pay for the high cost of making films, and paying actors. Movie theaters must generate revenue in other ways.
How do you think they make most of their money?

A winning company
What company do you admire and why? What do they do right to earn your respect?

Trademark Infringement
Starbucks brand is one of the most copied brand. They are always taking action to protect another brand from infringing on their trademark.
Why do you think that is?

GMO? Organic?
Farmers feed families! It is a known fact that we rely on farmers for our food supply. Large food companies will use GMOs, Genetically Modified Organisms, to improve quality of food and to increase yield produced to make their crops more productive. These companies claim that GMOs are safe and there is little scientific evidence to prove otherwise. Some farmers and companies advertise their products as organic, meaning that they use no GMOs when producing, raising, and harvesting their crops. Organic foods are more expensive as the farmers and companies practicing organic farming typically harvest less food due to pest, and other factors that can interfere with crop production.
If you were running a food company, what would your production practices reflect? Would you use GMOs to increase profitability? Would you use organic knowing that you may not be making as much as you could otherwise?

Amazon Go Store
Amazon opened an AMAZON GO STORE in Seattle, Washington as test location. Customers simply scan their phones when entering the store (after downloading the app), choose their items, and leave. Amazon bills all items in their bag to their credit card when they leave the store with NO CHECKOUT!
What are your thoughts on this? Can this be the future of shopping for everyone?

Is Amazon and Facebook listening?
Amazon and Facebook have gotten so good at tracking us, our spending, our interests, and our desires, that many think that our phones listen to us! Google said it can access, "70 percent of credit and debit card transactions in the United States." Along with Facebook and others, it also monitors much of what we are doing across the web. Using hidden tracking technologies, the companies can see many of our interests and people connected to you, are visiting...showing them to better tailor their ads.
What are your feelings on being "watched" as a consumer? Are you grateful for ads that come up on your feed for items that interest you...or are you creeped out? Explain...

Cell Phone Businesses
So many companies would not exist today without cell phones. Uber and Lyft are examples of companies that would not exist without the evolution of cell phones.
Give examples of another company that would not exist without cell phones. Explain how that company makes your life easier and/or more enjoyable.

Why lose money?
When ordering on Amazon, a customer may be surprised to get the package the next day, and in some cases the SAME DAY! Amazon often loses money on this fast delivery policy.
What is the benefit of delivering such fast service to Amazon customers? Explain...

Contract Law
Minors, individuals under the age of 18, cannot legally enter into a contract. They can't buy a car (even if they have the cash to purchase it) on their own.
If a 17 year old has the \$14,000 CASH to purchase a car at a local used car lot, should they be able to do so? Why do you think that this law is in place?

2020 WRITING PROMPTS

Anti-trust Law
Anti-trust laws are put into place to protect consumers from monopolies. These laws operate on the premise that competition is necessary to make the playing field fair, to ensure a quality of products and services. Yet there are still companies that tend to monopolize an industry.
Do you think of a product or service that has no competition? Do you think that there should be protection for consumers against an type of monopoly?

Dairy Farmers Dilemma
The #1 grocery store item is milk. Some individuals eliminate dairy products from their diet due to various reasons. Almond producers started making a product called "almond milk" as a dietary alternative and some say healthier choice to cow milk. Dairy farmers and dairy marketing companies went after the almond industry with a "cease and desist" demanding that they not call their product "milk". They were successful for the time being, but the battle goes on.
Should the almond industry be able to call their product almond milk? Why or why not?

GAAP-Monetary Unit No \$\$\$?
There is an accounting concept (GAAP-Generally Accepted Accounting Concepts) called MONETARY UNIT. This concept states that business transactions and activities be measured in monetary units or the exchange of MONEY for goods and services. Many, many years ago there was no "monetary unit". We traded in materials needed to survive.
What would it be like to have a system of no money? Could our economic system exist today with no money? Could we make fair trades in today? Explain...why or why not...

No Brick and Mortar
With the efficacy and vast selection of products online, retail sites like Amazon and Wayfair have become successful and popular. Some economists say that some day, there will be no malls. They say that the "brick-and-mortar" stores will be no longer. With Amazon's purchase of Whole Foods, we may be even a step closer to that theory becoming reality.
What problems may arise if the only way to get products is through the web? How are your feelings on the possibility that this may be our future retail reality?

Four Functions of Business
Businesses have FOUR FUNCTIONS: production, operations, resources/management, and marketing/advertising.
What operation would YOU be best at if pursuing as a career in business? What gifts and talents do you have that you can bring to a business?

Employability Skills
Some companies, such as Google, look for strong soft skills or employability skills, when interviewing and screening for new hires. These skills are how you relate to people, how you manage time, how you manage stress, how you make others feel when you are in their presence, among other qualities. Google says, "We will teach a new employee what they need to learn to be successful at their job, we will train them on the technology, but we want them to have the soft skills needed to work well with others and be a good member of our team. We can't teach them that."
What soft skills/employability skills do you have? What soft skills could you work on to be more marketable to potential employers?

Use in Google Docs or Easily Convert to Microsoft Word

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A GREAT resource for Accounting, Marketing Class, Intro to Business, Personal Finance, Entrepreneurship Class, Business Essentials, or Business Law class.

NO PREP!

Great as Bell Ringers or Exit Tickets

Great for Sub Day or Remote Day

THESE WRITING PROMPTS ARE THE SAME WRITING PROMPTS AS MY

"Business Writing Prompts!"

This resource is an editable Google Doc, while that resource is digital fillable.

Teacher Testimonials



Very pleased



I saw this resource because I'm member of the Business Educators Group on FB. I wanted to try it out on my Technical Writing course. I give them a writing warm-up and **these are wonderful** to cover that part of the class. Thank you.



Wonderful product! Relevant and interesting!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

