

## Iditarod T-shirt Shop

**Developed by:** Kim Slade 2007 WFTOTT

**Discipline / Subject:** Inter-disciplinary

**Topic:** Economics

**Grade Level:** 8-12

**Resources / References / Materials Teacher Needs:**

- Copies of “Iditarod T-shirt Shop” for students
- Internet access for students

**Lesson Summary:**

Students become entrepreneurs by designing and marketing an Iditarod T-shirt in a mock economics activity.

**Standard’s Addressed: Alaska Content Standards**

1. (Government and Citizenship: G) A student should understand the impact of economic choices and participate effectively in the local, state, national, and global economics.

**Learning objectives:**

The student:

- Develop a mock T-shirt business
- Design an Iditarod T-shirt
- Decide how to pursue the respective endeavor
- Identify the customers to be targeted
- Create a marketing plan

**Assessment:**

Throughout this lesson, students are producing written materials and answers to direct questions; their materials and answers can be assessed as evidence of their learning. Students are also producing advertising and employment-seeking strategies, and you may choose to judge the merits of this work, including its cogency, clarity, thoroughness, and potential for success.

**Procedural Activities**

1. Brainstorm with students “What is an entrepreneur?” (a businessperson who does the following:
  - sees an opportunity for making money
  - makes a plan
  - starts the business
  - receives the profit
2. Students can use the Wells Fargo’s ‘Hands on Banking’ program at [www.hankdonbanking.org](http://www.hankdonbanking.org) to gain a better understanding of finances
3. Students read the article on T-shirt Sales found at [http://online.wsj.com/public/article/SB111515644807923708-xM5HnBTbaCfFj\\_54FC8ItIdlaA\\_20050603.html?mod=tff\\_article](http://online.wsj.com/public/article/SB111515644807923708-xM5HnBTbaCfFj_54FC8ItIdlaA_20050603.html?mod=tff_article)
4. Discuss that the students will be responsible for creating a mock T-shirt business
5. Students will research this business endeavor as though it were real. They will design an Iditarod T-shirt, decide how to pursue this venture, identify customers, and market their product.
6. Students can use the computer or contact local businesses to find out more

**Materials Students Need:**

- Copy of “Iditarod T-shirt Shop”
- Internet access
- Optional: phone book

**Technology Utilized to Enhance Learning:**

- Read about T-shirt sales - [http://online.wsj.com/public/article/SB111515644807923708-xM5HnBTbaCfFj\\_54FC8ItIdlaA\\_20050603.html?mod=tff\\_article](http://online.wsj.com/public/article/SB111515644807923708-xM5HnBTbaCfFj_54FC8ItIdlaA_20050603.html?mod=tff_article)
- <http://www.entrepreneur.com/bizstartups/index.html>
- Wells Fargo’s ‘Hands on Banking’ [www.handsonbanking.com](http://www.handsonbanking.com)

**Other Information**

- Reinforce the point that starting any business is a risk and there is no guaranteed success. All an entrepreneur can hope to do is reduce the risk of failure though careful investigation prior to making a commitment to a business venture.

**Modifications for special learners/ Enrichment Opportunities**

- Allow students to work in small groups or with partners