



THOUGHTS *to* ACTIONS

FROM IDEAS TO IMPACT.

Business Improvement
& Marketing Curriculum

Jun. 15 - Aug. 3 | 8 weeks |
Artesia, CA

OVERVIEW

This 8-week hands-on internship immerses high school students in the real world of California business. Through interactive lessons, field activities, and a capstone launch project, interns gain practical knowledge in operations, finance, marketing, and entrepreneurship.

Week	Topic	Week	Topic
1	The System (Public Policy & Commerce)	5	Marketing
2	Insurance & Liability	6	Attract & Retain Customers
3	Principles of a Good Business	7	Data Is Everything
4	Brick & Mortar vs. Online / Banking & Investments / Real Estate & Assets	8	Get Creative, Always Learn & Ready Set Launch

THE SYSTEM

1

Students explore how the business ecosystem in California operates, from local regulations and government agencies to licenses, permits, and the tax structure that every entrepreneur must navigate.

Key Learning Objectives:

- Understand California business structures: Sole Proprietorship, LLC, Corporation, Partnership
- Navigate state and local permits, licenses, and registration requirements
- Introduction to the role of government agencies (EDD, CDTFA, Secretary of State)
- How taxes work for businesses: sales tax, income tax, and employer responsibilities
- Activity: Research and map the steps to legally launch a business in your city

INSURANCE & LIABILITY

②

A solid business protects itself. Interns learn how insurance and liability management prevent a single incident from shutting down an entire operation.

Key Learning Objectives:

- Types of business insurance: General Liability, Worker's Comp, Commercial Property, Professional Liability
- Understanding contracts and how they protect both parties
- California-specific requirements for insured businesses
- Real-world case study: How one lawsuit changed a small business forever
- Activity: Review a sample business insurance policy and identify coverage gaps

— JUN 29 - JUL 3 —

PRINCIPLES OF A GOOD BUSINESS & GOOD BUSINESS OWNER

③

What separates a thriving business from one that folds in year one? This week focuses on the mindset, ethics, and operational habits that define excellence in business leadership.

Key Learning Objectives:

- Core principles: integrity, consistency, customer focus, and financial discipline
- Leadership styles and how to build a trustworthy team culture
- Time management, delegation, and accountability frameworks
- Emotional intelligence and communication as business tools
- Guest speaker: Local California entrepreneur shares real-world lessons

A power week covering three interconnected pillars: where your business lives, where your money lives, and how you build long-term wealth through assets.

BRICK & MORTAR VS. ONLINE

- Cost comparison: storefronts, leases, foot traffic vs. e-commerce, fulfillment, digital advertising
- Hybrid models and omnichannel strategies used by California businesses

BANKING & INVESTMENTS

- Business checking vs. savings accounts; why they must be separate from personal finances
- Introduction to credit, loans, SBA programs, and investor funding
- Basics of investing: stocks, bonds, index funds, and compounding returns

REAL ESTATE & OTHER ASSETS

- How owning property can be a business asset or income stream
- Equipment, intellectual property, and brand equity as assets on the balance sheet
- Activity: Build a simple personal and business asset list

MARKETING

⑤

Marketing is not just advertising. It's storytelling, strategy, and psychology. Interns explore the full marketing mix and develop their own brand voice.

Key Learning Objectives:

- The 4 P's of Marketing: Product, Price, Place, Promotion
- Digital marketing fundamentals: SEO, social media, email campaigns, and paid ads
- Brand identity: logo, tone of voice, color psychology, and consistency
- Traditional vs. digital marketing channels and when to use each
- Activity: Create a one-page marketing plan for a hypothetical local business

ATTRACT & RETAIN CUSTOMERS

6

Getting a customer through the door is only half the battle. This week teaches interns the art of building lasting customer relationships and loyalty systems that drive repeat revenue.

Key Learning Objectives:

- Understanding the customer journey: Awareness → Consideration → Purchase → Loyalty → Advocacy
- Customer service excellence and how it directly impacts sales and reputation
- Tools for retention: loyalty programs, follow-up emails, personalized offers
- Handling complaints professionally and turning dissatisfied customers into advocates
- Activity: Role-play customer service scenarios and design a simple loyalty program

— JUL 28 - AUG 1 —

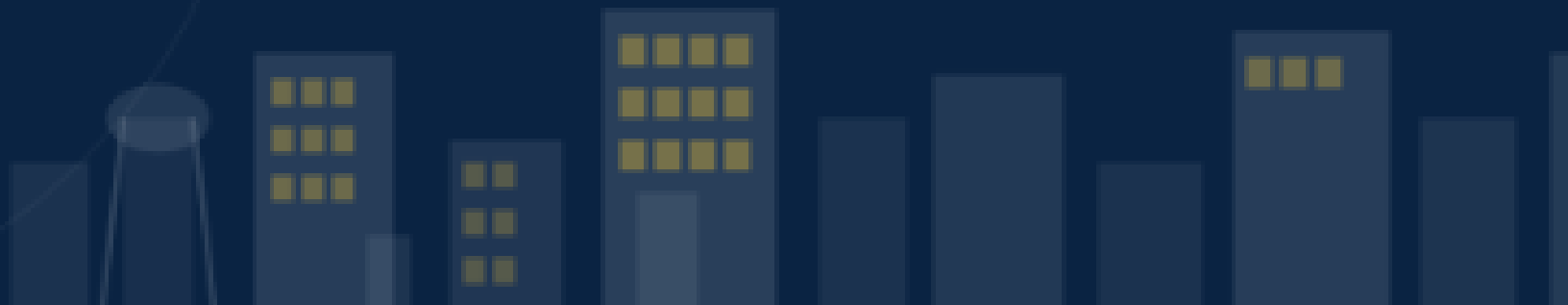
DATA IS EVERYTHING

⑦

In today's business world, decisions driven by data outperform gut instinct. Interns learn to collect, read, and act on business data: from sales trends to customer behavior.

Key Learning Objectives:

- Key business metrics: revenue, profit margin, customer acquisition cost (CAC), lifetime value (LTV)
- Reading and interpreting basic financial statements: P&L, balance sheet, cash flow
- Introduction to Google Analytics, CRM tools, and social media insights
- Using data to make smarter marketing, staffing, and inventory decisions
- Activity: Analyze a real data set and present one business recommendation



CAPSTONE PROJECTS

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The program culminates in a capstone launch event where interns present an original business concept developed throughout the summer, demonstrating everything they've learned.

Final Presentation:

- Interns present a complete mini business plan for existing local businesses: concept, target market, marketing strategy, financial projections, and launch roadmap
- Panel of local business professionals and program mentors serves as the audience and provides feedback
- Certificates of Completion awarded at closing ceremony and awards for winning presentations.

