

Lesson Plan 1 - Choosing a Name for Your Business

How important is the name of your business? Is there a process to go through to make sure that you have considered everything important before deciding on a name? The truth is that choosing a name will have numerous marketing implications and although you can change your name, getting it right the first time can be an extremely important piece of launching a successful marketing campaign.

Objective: To understand the importance and the process of choosing a company name.

Day 1 - Local Entrepreneur - Carli Vergamini - CRAVE

Class Discussion - Watch video [Upcycling with Carli Vergamini - Making it Up North](#)

Class questions - Ask the students to write down on a piece of paper (without discussing with the person next to them) the name of the business from the video. How many students remembered the name of the business? How important is the ability to remember a company name? What are some things that you liked and did not like about the name? What are some things that you think would be important in choosing a name? Why?

Go to the website on the smartboard - [CRAVE](#) and review the sections of the website and finish with the "Blog" section.

Class questions - What is it that makes Crave unique? Was the company name used consistently and uniformly throughout the web site? What did you like about the web site? Was the site missing anything?

Student Assignment - Write down two company names that you really like.

Group Assignment - Go over group rules for the semester [Group Rules](#). Break up into groups of 2-3. Share your company names and the reason(s) that you really like the names. Pick the top two company names within your group.

Class Discussion - Share all of the top names and the reasoning behind choosing these names.

Day 2

Student Assignment - read the handout [10 Rules for Picking a Company Name](#) - By **Marty Zwilling**

Class Discussion - What rules were broken in choosing "Crave" as the company name? Do you agree or disagree? Which rules do you think are the most important? Why?

Group Assignment - Break into four groups. Each group has at least one of the following: presenter (person who will present the group's findings to the class), a researcher (working on a computer to research company names), and a writer (someone who documents the groups findings). Each group has to come up with two business names in the following industries and give the name a rating of 1-10 based on the 10 Rules article. Here are the industries:

1. Retail Stores
2. Restaurant Chains
3. Social Media Platforms
4. Computers

Class Discussion - Group presenters share all names and ratings and generalize their reasonings behind their scores.

Day 3

Student Assignment - read the handout [Eight Mistakes to Avoid When Naming Your Business](#) - Entrepreneur (Phil Davis Guest Writer)

Group Assignment - Get back into the groups from yesterday. Answer the following questions: Can you think of any of the eight mistakes that were made by the eight company names you chose yesterday? Do you think the mistakes were big enough that the company should consider renaming? What do you think would be the two biggest mistakes from the article that could negatively affect a business the most?

Class Discussion - Share your group's findings with the class. After this, go around the class and have each student briefly explain their business concept. Each person is required to come up with a business name suggestion for the three people seated to their left (teacher ensures that all students will get the same number of suggestions). Class time is allotted to give the students time to consider suitable names.

Day 4

Student Assignment - student reviews suggested names along with the handouts from the last two days and comes up with as many company names as they can think of in about 20 minutes.

Group Assignment - Get into groups of 2-3. Each member shares their potential names and receives feedback from their group members.

Student Assignment

1. Student chooses a name and makes sure that it is not already a registered name with the state of Minnesota.
2. Student works on a Google slide presentation that includes the following slides:
Company names that were considered but not chosen, Name of business that was chosen, how the name coincides with the 10 rules, and how the name avoided the eight mistakes.

Day 5 - presentations on company names using Google Slides

Student Assignment - Each student presents their slide presentations to the class (2-3 minutes)

Resources:

Web Site

[CRAVE](#)

Youtube/Video

[Upcycling with Carli Vergamini - Making it Up North](#)

Handouts

[10 Rules for Picking a Company Name](#) - By Marty Zwillig

[Eight Mistakes to Avoid When Naming Your Business](#) - Entrepreneur (Phil Davis Guest Writer)

[Group Rules](#)