



NOLAN CATHOLIC HIGH SCHOOL

- Esto Dux ~ Be a Leader -

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FOR IMMEDIATE RELEASE

Market Day – March 13

Student Entrepreneurs Learn What it Takes to Market a Product and Run a Business

FORT WORTH – Nolan Catholic High School senior economics students are getting ready to launch new products using imagination and solid business principles they've been studying all semester. On March 13, 2009, all economics classes will present Market Day on the Nolan Catholic campus and sell their products to NCHS students and other visitors.

Market Day is the culmination of what these students have been learning in this required senior class. Teacher Mandy Lester explains: "Throughout the semester, students have been learning what it takes to market a product and run a business. This includes creating a business model and developing a product that appeals to their target market, developing a product profile, and conducting marketing research and analysis."

Students work in teams of 3-4. Based on each student's skills, they assume a role of CEO, CFO, Director of Advertising and Secretary. Teams are allowed to start advertising two days in advance of the event. Teams sign a contract with school facilities that includes rental fee of space, tables and use of electricity, as well as agreement to clean up. Product costs are limited to \$3 to keep unit costs down, and profits must be calculated according to their business plan.

The teams which put the most into it usually sell the most product, said Lester. This includes not only developing a marketable product, but effective packaging, creative booth design, clever advertising and salesmanship.

"Market Day is a great way for students to see real world business principles displayed – even if it's just in our little world," said Lester. "It gives them the tools to make real world decisions."

Students have never asked Mrs. Lester: "When will I ever use this." They learn that business entails the use of many talents. "Business not only requires good leaders, but people with creativity, imagination, organization and innovation ... there's a lot of options for a variety of talents," said Lester.

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Nolan Catholic High School
Market Day
Ad #1

So Where Do the Profits Go?

Students are reimbursed for any costs to produce the product, but the profits – and students are graded on profitability – are donated to a charity of their choice. “We’ve made up to \$1,600 in one day,” said Lester. Organizations which have benefited from Market Day include Catholic Charities, Invisible Children and Operation Rice Bowl.

Please Come See Market Day for Yourself:

Friday, March 13, 2009

Nolan Catholic High School
Hartnett Arena
4501 Bridge Street
Fort Worth, TX 76103

Market Day is presented in 7 class sessions:

7:45 to 8:22 a.m.
9:09 to 9:46 a.m.
9:51 to 10:28 a.m.
11:14 to 11:44 a.m.
11:49 a.m. to 12:18 p.m.
12:57 to 1:34 p.m.
1:39 to 2:16 p.m.

Nolan Catholic High School is Tarrant County’s largest, co-educational Catholic college preparatory institution of the Diocese of Fort Worth administered in the Marianist tradition. Nolan Catholic was founded in 1961.

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