

OLD DOMINION UNIVERSITY  
CYSE 494

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**Week 4 Journal**

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9/16/2023

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## **1. Why do entrepreneurs get in trouble with the law?**

Entrepreneurs can find themselves in trouble with the law due to many different reasons. Two very common reasons for legal troubles are that of copyright issues as well as lawsuits. If someone has an idea for a business, even just a factor of the business such as a mascot, and unknowing to the entrepreneur the idea has already been carried out and trademarked then the other business can sue the entrepreneur. This tying into the other legal factor of lawsuits. Lawsuits contain many different ways to be carried out from false advertising, ill marked products that could cause bodily harm, and copyright issues.

## **2. What does psychology have to do with marketing?**

Psychology and marketing go hand in hand. Marketing is the psychology of the business world. Constantly working on new ways to convince and show consumers that they need the products/services that are being offered. Marketing also can dedicate which demographic a business aims towards. For example, if the marketing strategies hold a lot of influence to modern day pop culture that would market well to the younger crowds. As well as if the strategies hold famous NFL players it is more likely that sport fans will be geared to the marketing.

## **3. What types of marketing sway my decisions?**

Going along with my answer to question number two, the types of marketing that sway my decisions are the ones that I relate to. I love digital art, for example, if an ad had someone at a desk with a drawing tablet, I will be more inclined to watch the entire ad because of something that I related to was present. Now if this ad did not have something that related to me in the way that it did, I would have been less likely to pay attention and retain the information that was being presented to me. Therefore, the types of marketing that sway my decisions are the ones that I am able to relate to and have something of interest to my life.

## **4. How can I pitch ideas better?**

Pitching ideas are a key part of entrepreneurship. One way to have a better pitch is to make sure the form of the pitch is ideal. Pull the listener in before landing the full impact of the product/service. This would make for the listener to become more aware of the ad that is in front of them and therefore retain the information. Therefore, having the proper form and knowing when to present what type of information when would help in landing an idea pitch better.

## **5. What are my strengths and weaknesses in pitching?**

My strengths with pitching are heavily involved with the logical aspects of the pitch. Therefore, how the pitch will affect the target the audience as well as convincing them that the pitch is a needed product/service. Where my main weaknesses are involving the preparation of the form of the pitch. When to say what information for the best impact is what I find myself struggling with are the main points of weakness when it comes to making a pitch for myself.