

ARC Week at Glance Journalism (Ms. West)

Topic: Spring Production

Course: Journalism

Grade: 9-12

Dates: March 17 - 21

Note: For lesson resources, handouts, etc., please see our Canvas Course.

	Learning Target (I am learning about...)	Criteria for Success (I can...)	Activation/ Instruction	Collaboration/ Guided Practice	Independent Learning/ Assessment
<i>(Include at least one/two formatives*in any part of the lesson as needed)</i>					
Monday	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> • Design a marketing pitch to sell our final yearbooks • Design a marketing poster • Design a marketing social media post Design a marketing “video announcement”	10 minutes of tagging Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcements Planned – Social Media Campaign Focus today	Bill Board Feedback Social Media Marketing Reflection
Tuesday	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> • Design a marketing pitch to sell our final yearbooks • Design a marketing poster • Design a marketing social media post Design a marketing “video announcement”	10 minutes of tagging Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcements Planned – Poster Campaign Focus today	Social Marketing Feedback

Wednesday	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> • Design a marketing pitch to sell our final yearbooks • Design a marketing poster • Design a marketing social media post Design a marketing “video announcement”	10 minutes of tagging Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcements Planned – Commercial planning & scripts	Script Feedback
Thursday	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> • Design a marketing pitch to sell our final yearbooks • Design a marketing poster • Design a marketing social media post • Design a marketing “video announcement” 	10 minutes of tagging Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcements Planned – Commercial Scripts & Filming	Marketing Check Ins
Friday	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> • Design a marketing pitch to sell our final yearbooks • Design a marketing poster • Design a marketing social media post • Design a marketing “video announcement” 	10 minutes of tagging Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcement – Commercials Filmed	Commercial Assessment Check

Literacy Tasks

Minor Assessment

Major Assessment