

ARC Week at Glance Journalism (Ms. West)

Topic: Marketing & Supreme Court Cases

Course: Journalism

Grade: 9-12

Dates: March 24 - 28

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” 	Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcement – Commercials Filmed Final Day to complete Marketing Tasks	Commercial Assessment Check
Tuesday	I am learning about Supreme Court Cases that involve student journalism	I can <ul style="list-style-type: none"> • Research one supreme court case to identify impacts on student journalism • I can share my findings with my class • I can explain the basics of supreme court cases involving high school journalism 	Introduction to Supreme Court Cases and Impacts on Journalism	Supreme Court Case Research Task – Jig Saw Assignment – Day 1	Presenting findings from assigned cases – infographic design

Wednesday	I am learning about coverage of Supreme Court Cases that cover journalism	I can <ul style="list-style-type: none"> Identify headlines of coverage of supreme court cases Analyze bias in news sources Discuss the importance of fair and balanced reporting 	Supreme Court Headlines Expectations explained	Supreme Court Headlines Work Period	Supreme Court Headlines graphic organizer
Thursday	I am learning about Supreme Court Cases that involve student journalism	I can <ul style="list-style-type: none"> Research one supreme court case to identify impacts on student journalism I can share my findings with my class I can explain the basics of supreme court cases involving high school journalism 	Introduction to Supreme Court Cases and Impacts on Journalism	Supreme Court Case Research Task – Jig Saw Assignment – Day 2	Completing Graphic Organizer from student infographics created
Friday	I am learning about Supreme Court Cases that involve student journalism	I can <ul style="list-style-type: none"> Reflect on my learning about supreme court case findings Describe the necessity of the judicial system and free speech 	Class Discussion of freedom of speech	Supreme Court Case Reflections	Supreme Court Case Reflection & Summaries written

Literacy Tasks

Minor Assessment

Major Assessment