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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Standard:**   **MKT-MP-7** Acquire foundational knowledge of marketing information and research to understand the scope on business and marketing decisions.  **Assessment: ☐ Quiz ☐ Unit Test ☐ Project ☐ Lab ☐ None** | | | | | | | |
|  | **Pre-Teaching**  *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp*  **Learning Target**    **Success Criteria 1**    **Success Criteria 2** | **Activation of Learning**  *(5 min)* | **Focused Instruction**  *(10 min)*  ***\*I DO*** | **Guided Instruction**  *(10 min)*  ***\*WE DO*** | **Collaborative**  **Learning**  *(10 min)*  ***\*Y’ALL DO*** | **Independent Learning**  *(10 min)*  ***\*YOU DO*** | **Closing**  *(5 min)* |
| * Do Now * Quick Write\* * Think/Pair/Share * Polls * Notice/Wonder * Number Talks * Engaging Video * Open-Ended Question | * Think Aloud * Visuals * Demonstration * Analogies\* * Worked Examples * Nearpod Activity * Mnemonic Devices\* | * Socratic Seminar \* * Call/Response * Probing Questions * Graphic Organizer * Nearpod Activity * Digital Whiteboard | * Jigsaw\* * Discussions\* * Expert Groups * Labs * Stations * Think/Pair/Share * Create Visuals * Gallery Walk | * Written Response\* * Digital Portfolio * Presentation * Canvas Assignment * Choice Board * Independent Project * Portfolio | * Group Discussion * Exit Ticket * 3-2-1 * Parking Lot * Journaling\* * Nearpod |
| **Monday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I can identify the different types of marketing information and research methods.**  I can create a basic outline of a marketing research plan for a hypothetical business scenario. |  |  |  |  |  |  |
| **Tuesday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I can identify the different types of marketing information and research methods.**  I can create a basic outline of a marketing research plan for a hypothetical business scenario. | Substitute – ACTE Vision Conference |  |  |  |  |  |
| **Wednesday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I can identify the different types of marketing information and research methods.**  I can create a basic outline of a marketing research plan for a hypothetical business scenario. | Substitute – ACTE Vision Conference |  |  |  |  |  |
| **Thursday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I can identify the different types of marketing information and research methods.**  I can create a basic outline of a marketing research plan for a hypothetical business scenario. | Substitute – ACTE Vision Conference |  |  |  |  |  |
| **Friday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I can identify the different types of marketing information and research methods.**  I can create a basic outline of a marketing research plan for a hypothetical business scenario. | Substitute – ACTE Vision Conference |  |  |  |  |  |