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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 design a visually appealing and cohesive flyer that aligns with the event’s purpose and target audience.** I can list and explain the elements of a promotional flyer, such as a headline, visuals, event details, and a call-to-action..  | Video |  |  | Promotion Flyer/Marketing Plan for Event Presentations |  | Group Discussion |
| **Tuesday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I can design a visually appealing and cohesive flyer that aligns with the event’s purpose and target audience.** I can list and explain the elements of a promotional flyer, such as a headline, visuals, event details, and a call-to-action. | Video |  |  | Promotion Flyer/Marketing Plan for Event Presentations |  | 3-2-1 |
| **Wednesday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I understand and can** **Apply the 4P’s of Marketing (Product, Price, Place, Promotion) to real-world business scenarios, demonstrating ability to use these concepts to create a basic marketing strategy.** I can define each of the 4P’s and explain how each P contributes to a marketing strategy. | Video | PowerPoint Visual |  |  |  | Exit Ticket – What are the 4P’s? |
| **Thursday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I understand and can** **Apply the 4P’s of Marketing (Product, Price, Place, Promotion) to real-world business scenarios, demonstrating ability to use these concepts to create a basic marketing strategy.** I can define each of the 4P’s and explain how each P contributes to a marketing strategy. | PollEverywhere |  | Marketing Mix Example | Marketing Mix Worksheet |  | Group Discussion |
| **Friday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I understand and can** **Apply the 4P’s of Marketing (Product, Price, Place, Promotion) to real-world business scenarios, demonstrating ability to use these concepts to create a basic marketing strategy.** I can define each of the 4P’s and explain how each P contributes to a marketing strategy. | Substitute CTAE Advisory Panel |  |  |  | First Semester Assignment Recovery |  |