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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 |  |