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| **Standard**: **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 recognize and describe the key components that make up a brand (e.g., logo, name, colors, values). I can identify at least three elements that contribute to a brand’s identity. I can provide a clear and accurate definition of branding and its significance in the marketplace. | Notice/Wonder | Think Aloud -Branding |  | Gallery Walk – Ceiling Tile Intro |  | Group Discussion |
| **Tuesday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp*I can recognize and describe the key components that make up a brand (e.g., logo, name, colors, values). I can identify at least three elements that contribute to a brand’s identity. I can provide a clear and accurate definition of branding and its significance in the marketplace. | Video |  | 5 Effective Lessons on Branding | Guess the Brand Group Activity |  | Group Discussion |
| **Wednesday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* I can analyze how well-known brands use various branding strategies to create strong market identities.  I can provide a clear and accurate definition of branding and its significance in the marketplace. I can identify at least three elements that contribute to a brand’s identity. | PollEverywhere – Which Brand Will Your Team Represent? |  | Great Brands Article |  | Great Brands Article Summary | Exit Ticket – Article Summary – Agree or Disagree and Why |
| **Thursday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* I can analyze how well-known brands use various branding strategies to create strong market identities.  I can provide a clear and accurate definition of branding and its significance in the marketplace. I can identify at least three elements that contribute to a brand’s identity. | DECA State Competition – Sub |  |  |  | What is Your Logo Assignment |  |
| **Friday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* I can analyze how well-known brands use various branding strategies to create strong market identities.  I can provide a clear and accurate definition of branding and its significance in the marketplace. I can identify at least three elements that contribute to a brand’s identity. | DECA State Competition - Sub |  |  |  | Brand Mascot Assignment |  |

*\*key literacy strategies*