|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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*