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| **Standard:**  Implement, modify and improve business and marketing systems to facilitate business activities.**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 will learn the foundation for marketing** I can identify the business activities for marketing to include operations, marketing and finance.  | Do Now | Foundation for Marketing:Operations, Marketing and Finance | Call/Response |  |  | Exit Ticket: What are the 3 principle types of business activities? |
| **Tuesday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp***I will learn the foundation for marketing** I can identify the business activities for marketing to include operations, marketing and finance.  | Quick Write: What is a slogan you are familiar with? What company is it associated with? Why is it memorable for you? | Foundation for Marketing: Operations, Marketing and Finance. |  |  |  | Group Discussion |
| **Wednesday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I will learn about the art of persuasion as it relates to marketing and the necessity to make people want something they may not need.**  **I can identify the importance of explaining a products usefulness and functions to sell it to a potential customer.** | Two Truths and a Lie |  | Wants vs. Needs Game |  |  |  |
| **Thursday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I will learn the 5 elements**  **Of the Promotion Mix.** **I can identify the difference in each type of promotion and give one example for each.** | Think About This | The Promotion Mix |  |  | Promotions Group Role Play | Exit Ticket: What are the 5 elements of the Promotion Mix? |
| **Friday** | *C:\Users\thiyasr\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\FEF22E5.tmp* **I will learn the 5 elements**  **Of the Promotion Mix.** **I can identify the difference in each type of promotion and give one example for each.** | Opening Video on Creating a Captivating Advertisement | Project Outline: Worked Examples |  |  | Promotion Project |  |