**Instructor** Larson, Sheila **Grade** 8-12 **Room­** 137 **HS / MS LESSON PLANS for Week Beginning (i.e. 8-31-2010)** **8.31.15 School** \*Objective(s): “Students will be able to…”

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|  | **SUBJECT:** **Intro to Business & Mktg** | **SUBJECT:** **Marketing I** | **SUBJECT:** | **OTHER/NOTES:** |
| **Monday** | **Review parts of the Office Window**  **Review selecting text**  **Home Tab on the Ribbon**  **Paragraphs** | **Unpack DECA Depot merchandise from FB game**  **Review sales**  **What is DECA?** |  |  |
|  | **Objective(s): Students will use the About Me.doc they typed on Friday to explore selecting text and changing font options.** | **Objective(s): Students will review sales from the football game on 8/28.**  **Students will learn about opportunities provided to them through DECA.** | **Objective(s):** | **Objective(s):** |
| **Tuesday** | **Review Font Options**  **Paragraphing - text align, ruler, header/footer, saving, printing, orientation** | **CH 1 - Marketing Is All Around Us**  **1.1 - Marketing & the Marketing Concept**  **Beach Ball Marketing** |  |  |
|  | **Objective(s): Students will familiarize themselves with paragraph options listed above.** | **Objective(s): Students will identify the 7 core functions of marketing and play a game using those functions** | **Objective(s):** | **Objective(s):** |
| **Wednesday** | **Formatting Options: Font commands, format painter**  **Project 1** | **1.2 - The Importance of Marketing**  **Backpack Utility Activity** |  |  |
|  | **Objective(s): Students will use formatting to complete Project 1.** | **Objective(s): Students will create an "informercial" for a "new" backpack. The infomercial must contain all forms of utility.** | **Objective(s):** | **Objective(s):** |
| **Thursday** | **Review Project 1**  **Project 2**  **Key text for Projects 3 & 4** | **1.3 – Fundamentals of Marketing**  **Just Like Me? Customer Profile Activity**  **Marketing Mix** |  |  |
|  | **Objective(s): Students will use formatting to complete Project 2.** | **Objective(s): Students will use their personal preferences to understand how customer profiles are created.** | **Objective(s):** | **Objective(s):** |
| **Friday** | **Review Cut, Copy, Paste, Move, Clipboard**  **Inserting pictures & clip art**  **Adding pictures from online**  **Copyright concerns** | **Inventing a New Cereal Marketing Mix activity** |  |  |
|  | **Objective(s): Students will create a personal collage using images from Office & online.** | **Objective(s): Students will create a "new" cereal. They will determine who the customer profile is as well as the 4P's: Product, Price, Place & Promotion** | **Objective(s):** | **Objective(s):** |