**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):** |