**Instructor** **Mrs. Larson Grade** 8-12 **Room­** 137 **HS / MS LESSON PLANS for Week Beginning (i.e. 8-31-2010)** **9.8.15 School** \*Objective(s): “Students will be able to…”

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|  | **SUBJECT:** **Intro to Business & Mktg** | **SUBJECT:** **Marketing I** | **SUBJECT:** | **OTHER/NOTES:** |
| **Monday** | **NO SCHOOL** | **NO SCHOOL** |  |  |
|  | **Objective(s):** | **Objective(s):** | **Objective(s):** | **Objective(s):** |
| **Tuesday** | **Text Box, Shapes, Clip Art & Inserting Photos from the internet** | **Beach Ball Marketing** |  |  |
|  | **Objective(s): Students will be able to insert a text box, a shape, a clip art and photo from the internet.** | **Objective(s): Students will play a game of beach ball marketing to demonstrate their knowledge of the 7 core marketing functions.** | **Objective(s):** | **Objective(s):** |
| **Wednesday** | **Projects 3 & 4**  **Word Art** | **1.2 - Utility**  **Utility Backpack activity** |  |  |
|  | **Objective(s): Students will complete projects 3 & 4 and use Word Art.** | **Objective(s): Students will create an infomercial using the four types of product utility.** | **Objective(s):** | **Objective(s):** |
| **Thursday** | **Project 5** | **1.3 - Customer Profile** |  |  |
|  | **Objective(s): Students will complete a personal collage.** | **Objective(s): Students will participate in an activity where they will define their preferences and then how those preferences determine their personal customer profile.** | **Objective(s):** | **Objective(s):** |
| **Friday** | **Publishing View**  **Project 6** | **1.3 - Marketing Mix**  **The Birth of a New Cereal activity** |  |  |
|  | **Objective(s): Students will create a poster of a favorite quote using Publishing View.** | **Objective(s): Students will create a new cereal and determine product, price, place and promotion (the marketing mix) for their new product.** | **Objective(s):** | **Objective(s):** |