**Instructor** Larson, Sheila **Grade** 8-12 **Room­** 137 **HS / MS LESSON PLANS for Week Beginning (i.e. 8-31-2010)** **10.12.15 School** \*Objective(s): “Students will be able to…”

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|  | **SUBJECT:** **Intro to Business & Mktg** | **SUBJECT:** **Marketing I** | **SUBJECT:**  | **OTHER/NOTES:** |
| **Monday** | **Proj 13** | **2.1 - SWOT Analysis** |  |  |
|  | **Objective(s): Students will design a Word table.** | **Objective(s): Students will perform a self SWOT analysis.** | **Objective(s):** | **Objective(s):** |
| **Tuesday** | **Proj 14** | **2.1 - Marketing Plan** |  |  |
|  | **Objective(s): Students will design a Word table.** | **Objective(s): Students will identify the components of a marketing plan.** | **Objective(s):** | **Objective(s):** |
| **Wednesday** | **Headings** **Proj 15** | **Cereal Activity Presentations** |  |  |
|  | **Objective(s): Students will design a Word table and include a heading, subheading and column headings.** | **Objective(s): Students will present their cereals.** | **Objective(s):** | **Objective(s):** |
| **Thursday** | **Alphabetizing & AutoSum** **Proj 16** | **2.2 - Market Segmentation** |  |  |
|  | **Objective(s): Students will alphabetize information in a table and use the AutoSum function.** | **Objective(s): Students will identify characteristics in which people are segmented for marketing purposes.** | **Objective(s):** | **Objective(s):** |
| **Friday** | **Make Up Proj 13-16** | **Apprentice Challenge** |  |  |
|  | **Objective(s): Students will use the time to make up missing projects from this week.** | **Objective(s): Students will suggest improvements for a product and present a SWOT analysis, market segementation and advertising for this product.** | **Objective(s):** | **Objective(s):** |