**Instructor** Larson, Sheila **Grade** 8-12 **Room­** 137 **HS / MS LESSON PLANS for Week Beginning (i.e. 8-31-2010)** **10.26.15 School** \*Objective(s): “Students will be able to…”

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|  | **SUBJECT:** **Intro to Business & Mktg** | **SUBJECT:** **Marketing I** | **SUBJECT:**  | **OTHER/NOTES:** |
| **Monday** | **Finish Tables Test** | **2.1 Notes** |  |  |
|  | **Objective(s): Students will demonstrate skills using the tables function in Word.** | **Objective(s): Students will perform a SWOT analysis around a goal they have for themselves. They will identify Strenghts, Weaknesses, Opportunities & Threats.**  | **Objective(s):** | **Objective(s):** |
| **Tuesday** | **Bullets, Numbering****Project 17** | **2.1 Notes** |  |  |
|  | **Objective(s): Students will develop skills in creating lists using bullets.** | **Objective(s): Students will identify the basic comoponents of a marketing plan.** | **Objective(s):** | **Objective(s):** |
| **Wednesday** | **Project 18** | **Circle of Friends Volunteer Day** |  |  |
|  | **Objective(s): Students will demonstrate skills in creating a list using bullets.** | **Objective(s): DECA members will execute a volunteer day with the Circle of Friends preschoolers. They will read Halloween stories, paint pumpkins, and create trick or treat bags.** | **Objective(s):** | **Objective(s):** |
| **Thursday** | **Text Boxes****Project 19** | **2.2 Notes** |  |  |
|  | **Objective(s): Students will create lists within text boxes.** | **Objective(s): Students will identify areas in which consumers are segmented.** | **Objective(s):** | **Objective(s):** |
| **Friday** | **Review****Proj 20** | **Apprentice Challenge** |  |  |
|  | **Objective(s): Students will review for the upcoming test on bullets and create a greeting card using Word.** | **Objective(s): Students will work in pairs to develop a SWOT analysis and market segmentation for a "new and improved" product.** | **Objective(s):** | **Objective(s):** |