**Instructor** Larson, Sheila **Grade** 8-12 **Room­** 137 **HS / MS LESSON PLANS for Week Beginning (i.e. 8-31-2010)** **11.30.15 School** \*Objective(s): “Students will be able to…”

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|  | **SUBJECT:** **Intro to Business & Mktg** | **SUBJECT:** **Marketing I** | **SUBJECT:** | **OTHER/NOTES:** |
| **Monday** | **17.1 - Promotional Mix** | **Absolute Cell References**  **Proj 5** |  |  |
|  | **Objective(s): Students will be able to identify the five areas of the Promotional Mix.** | **Objective(s): Students will utilize absolute cell references to calculate their fundraising money for selling cookies.** | **Objective(s):** | **Objective(s):** |
| **Tuesday** | **Trade Promotion Activity** | **Proj 6** |  |  |
|  | **Objective(s): Students will develop a trade promotion for a product** | **Objective(s): Students will use various formatting types to produce a chart for the sales of a music store.** | **Objective(s):** | **Objective(s):** |
| **Wednesday** | **17.2 - Consumer Promotion** | **Charts**  **Project 7** |  |  |
|  | **Objective(s): Students will identify various consumer promotions.** | **Objective(s): Students will demonstrate how to create charts.** | **Objective(s):** | **Objective(s):** |
| **Thursday** | **Consumer Promotion Activity** | **Project 8** |  |  |
|  | **Objective(s): Students will develop a consumer promotion for a product.** | **Objective(s): Students will create a bar chart for iPhone data.** | **Objective(s):** | **Objective(s):** |
| **Friday** | **Review Ch 17** | **Project 9** |  |  |
|  | **Objective(s): Students will participate in a self-review and a group review for the upcoming test on Monday.** | **Objective(s): Students will use census data to determine ratios for the population based on age and gender by city.** | **Objective(s):** | **Objective(s):** |