**Instructor** Larson, Sheila **Grade** 8-12 **Room­** 137 **HS / MS LESSON PLANS for Week Beginning (i.e. 8-31-2010)** **9.14 School** \*Objective(s): “Students will be able to…”

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|  | **SUBJECT:** **Intro to Business & Mktg** | **SUBJECT:** **Marketing I** | **SUBJECT:**  | **OTHER/NOTES:** |
| **Monday** | **Project 5** | **1.2 - Utility** |  |  |
|  | **Objective(s): Students will complete project 5, a personal collage.** | **Objective(s): Students will identify the 5 types of utility.** | **Objective(s):** | **Objective(s):** |
| **Tuesday** | Publishing View**Project 6** | **DECA Depot photos****Backpack Utility Activity** |  |  |
|  | **Objective(s): Students will use publishing view to complete project 6.** | **Objective(s): In pairs, students will create a commercial/infomercial showing the 5 types of utility for their "new backpack"** | **Objective(s):** | **Objective(s):** |
| **Wednesday** | **Fonts** | **Backpack Utility Presentations****1.3 - Marketing Mix** |  |  |
|  | **Objective(s): Students will download fonts to use for future projects.** | **Objective(s): Students will present their infomercials to the class.****Students will identify the 4P's of Marketing: Product, Price, Place & Promotion** | **Objective(s):** | **Objective(s):** |
| **Thursday** | **Proj 7** | **Cereal Project** |  |  |
|  | **Objective(s): Students will use new fonts to complete project 7.** | **Objective(s): Students will begin creating a "new" cereal where they will determine the 4P's for.** | **Objective(s):** | **Objective(s):** |
| **Friday** | **Spell-check, dictionary, thesaurus****Proj 8** | **Store** |  |  |
|  | **Objective(s): Students will use the spell-check, dictionary, and thesaurus to complete proj 8.** | **Objective(s): Students will work on merchandising the DECA Depot with the new merchandise.** | **Objective(s):** | **Objective(s):** |