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| **Teacher Name:** | Lisa Cowart | **Subject:** | | BCSIII | |
| **Date:** | Beginning 03/28/2016  Ending 04/01/2016 | **Grade:** | | 8th | |
| **Standard(s):** | **CTAEW-1** The student demonstrates competence in a variety of genres **CTAEW-2** The student uses research and technology to support writing.**CTAEW-3**The student consistently uses the writing process to develop, revise, and evaluate writing. **MSBCS-BCSIII-2** The students will demonstrate effective communication skills used to succeed in the business world. **MSBCS-BCSIII-10: Students will explore the basics of Marketing** |  |  | Click here to enter text. | |
| **Learning Targets:** | Learning Targets: I have learned how companies market their products by identifying their target market and devising the best way to reach that market. I am familiar with advertising strategies. | | | | |
| **DOK Level** | **Activities / Assignment / Questions** | | **Assessment** | | |
| **1** | Students will complete their infographics on Making a First Impression and Shaking Hands. They are using a new website called Pixtocharts. | | Formative  ☐Summative | | ☐Selected Response  ☐Constructed Response  ☐Verbal  ☐Rubric  ☐Other Click here to enter text. |
| **2** | Students will team up and watch an assigned youtube video on one of the following Business Etiquette topics:  The proper way to present yourself in the workplace  Do’s and Don’ts at job interviews  Do’s and Don’ts of body language  How to dress in the workplace  Making a first Impression  Charismatic people  They will create a magnet map about their video and make an Infographic on the topic of their video. | | Formative  ☐Summative | | ☐Selected Response  ☐Constructed Response  ☐Verbal  ☐Rubric  ☐Other Click here to enter text. |
| **3** | Soccer Dance Flyer | | Formative  ☐Summative | | ☐Selected Response  ☐Constructed Response  ☐Essay  ☐Verbal  ☐Rubric  ☐OtherClick here to enter text. |
| **4** | Introduction to Marketing. **Terms: marketing, advertising, target market, demographic, focus group, trade show, merchandising.**  Advertising Activity-Students will use Advertising Terms and Definitions to Identify Ad Strategies. We will watch a variety of commercials on Youtube and the students will identify the strategy used in each ad. The students will create a document in Docs and create a table with 3 columns. Item # Description Ad Strategy. | | Formative  ☐Summative | | ☐Selected Response  ☐Constructed Response  ☐Essay  ☐Verbal  ☐Rubric  ☐OtherClick here to enter text. |
| **Resources:** | Pixtocharts, Google Drive, Advertising Terms, Youtube | | | | |

Monday: PixtoChart

Tuesday: PixtoChart

Wednesday: Soccer Dance Flyer

Thursday:Marketing

Friday: Advertising