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| **Teacher Name:** | Lisa Cowart | **Subject:** | | BCSIII | |
| **Date:** | Beginning 04/18/2016  Ending 04/22/2016 | **Grade:** | | 8th | |
| **Standard(s):** | **MSBCS-BCSIII-10: Students will explore the basics of Marketing MSBCS-BCSIII-13:** The student will demonstrate an understanding of personal finance. |  |  | 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. Introduction to Marketing. **Terms: marketing, advertising, target market, demographic, focus group, trade show, merchandising.**  **Personal Finance Definitions**: Budget, Monthly Budget, Gross Income, Net Income, Fixed Costs or Expenses, Semi Variable Costs, Variable Costs, Discretionary Income | | | | |
| **DOK Level** | **Activities / Assignment / Questions** | | **Assessment** | | |
| **1** | 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  ☐Verbal  ☐Rubric  ☐Other Click here to enter text. |
| **2** | Personal Finance Definitions | | Formative  ☐Summative | | ☐Selected Response  ☐Constructed Response  ☐Verbal  ☐Rubric  ☐Other Click here to enter text. |
| **3** | Keyboarding 5 | | Formative  ☐Summative | | ☐Selected Response  ☐Constructed Response  ☐Essay  ☐Verbal  ☐Rubric  ☐OtherClick here to enter text. |
| **4** | Personal Finance Pie Chart: Students will read a document explaining the rules of thumb of personal finance. The Students will create a Spreadsheet and Pie Chart illustrating the percentage breakdown of expenses for a typical household. | | Formative  ☐Summative | | ☐Selected Response  ☐Constructed Response  ☐Essay  ☐Verbal  ☐Rubric  ☐OtherClick here to enter text. |
| **Resources:** | Google Drive, Advertising Terms, Youtube, Dragonjuju, Google Sheets, Google Docs | | | | |

Monday: Marketing and Advertising

Tuesday: Personal Finance

Wednesday: Personal Finance

Thursday:Personal Finance

Friday: Keyboarding