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| **Teacher Name:** | Lisa Cowart | **Subject:** | BCSII |
| **Date:** | Beginning: 04/11/2016Ending: 04/16/2016 | **Grade:** | 7th Computer Science |
| **Standard(s):** | **MKT-EN-2 Fundamentals of business ownership** |  |  | Click here to enter text. |
| **Learning Targets:** | Introduction to Marketing. **Terms: marketing, advertising, target market, demographic, focus group, trade show, merchandising.** |
| **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 | xSelected Response☐Constructed Response☐VerbalRubric☐Other Click here to enter text. |
| **2** | Keybaording | Formative☐Summative | ☐Selected ResponseX Constructed ResponseVerbal☐Rubric☐Other Click here to enter text. |
| **3** | Create a Website | Formative☐Summative | ☐Selected ResponseConstructed Response☐Essay☐VerbalxRubric☐OtherClick here to enter text. |
| **4** |  | Formative☐Summative | ☐Selected Response☐Constructed Response☐Essay☐Verbal☐Rubric☐OtherClick here to enter text. |
| **Resources:** | Google Drive, Google Classroom, Advertising Terms, Youtube, Weebly, Voki |

Monday: Marketing and Advertising

Tuesday: Marketing and Advertising

Wednesday: Keyboarding

Thursday: Building a Website

Friday: Building a Website