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| **Teacher Name:** | Lisa Cowart | **Subject:** | | BCSII | |
| **Date:** | Beginning: 04/18/2016  Ending: 04/22/2016 | **Grade:** | | 7th Computer Science | |
| **Standard(s):** | **MKT-EN-2 Fundamentals of business ownership**  **MSBCS-BCSII-1:** Students will reinforce keyboarding techniques. |  |  | 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  ☐Verbal  Rubric  ☐Other Click here to enter text. |
| **2** | Color Coded Keyboard | | Formative  ☐Summative | | ☐Selected Response  X Constructed Response  Verbal  ☐Rubric  ☐Other Click here to enter text. |
| **3** | Weebly Website Introduction | | Formative  ☐Summative | | ☐Selected Response  Constructed Response  ☐Essay  ☐Verbal  xRubric  ☐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, Weebly, Voki | | | | |

Monday: Marketing and Advertising

Tuesday: Marketing and Advertising

Wednesday: Keyboarding

Thursday: Marketing

Friday: Building a Website