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| **Teacher Name:** | Lisa Cowart | **Subject:** | | BCSI | |
| **Date:** | Beginning 03/28/2016  Ending 04/01/2016 | **Grade:** | | 6th | |
| **Standard(s):** | **MSBCS-BCSI-7** Students will develop and model employability skills.**CTAEW-3**The student consistently uses the writing process to develop, revise, and evaluate writing **MSBCS-BCSI-11 S**tudents will develop and apply basic desktop publishing skills. **CTAEW-1** The student demonstrates competence in a variety of genres **MKT-EN-2** Fundamental concepts of business ownership |  |  | 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 view a series of videos on the employability skills employers are looking for in their employees. They will use their answers to the activities to create an emaze presentation on one employability skill. | | Formative  ☐Summative | | ☐Selected Response  ☐Constructed Response  ☐Verbal  XRubric  ☐Other Click here to enter text. |
| **2** | Soccer Dance Flyer | | Formative  ☐Summative | | ☐Selected Response  X Constructed Response  ☐Verbal  ☐Rubric  ☐Other Click here to enter text. |
| **3** | Students will share their presentations with each other. | | Formative  ☐Summative | | ☐Selected Response  ☐Constructed Response  ☐Essay  XVerbal  ☐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:** | Google Drive, Google Classroom, Advertising Terms, Youtube | | | | |

Monday: Employability Skills

Tuesday:Employability Skills

Wednesday: Dance Flyer

Thursday: Marketing/Advertising

Friday: Marketing/Advertising