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| **Teacher Name:** | Lisa Cowart | **Subject:** | BCSI |
| **Date:** | Beginning 04/11/2016Ending 04/16/2016 | **Grade:** | 6th |
| **Standard(s):** | **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** | 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 ResponseX Constructed Response☐VerbalRubric☐Other Click here to enter text. |
| **2** | Keyboarding | Formative☐Summative | ☐Selected ResponseX Constructed Response☐Verbal☐Rubric☐Other Click here to enter text. |
| **3** | Building a Website  | Formative☐Summative | ☐Selected Response☐Constructed Response☐EssayVerbal☐Rubric☐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