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| **Teacher(s):** | Eltoncia Bradley | **Subject:** | Career Preparation | **Week of:** | February 2, 2015 – February 6, 2015 |

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| **DAY** | **LESSON OBJECTIVES** | **ACTIVITIES** | **Resources** | **Strategies** |
| **MON** | The student will be able to:  **Financial Literacy**  Explain why scarcity and choice are basic economic problems faced by every society; Analyze the costs and benefits of the purchase, use, or disposal of personal and business property; Examine the positive and negative aspects of barter, currency, credit cards, and debit cards; or  **Venture**  Explain the characteristics of a successful Entrepreneur; Demonstrate entrepreneurial thinking of life; Formulate a plan after investigating how to build a business; analyze and critique a business snapshot; or  **Ignition**  Identify the advantages and disadvantages of open source software; Differentiate between wireless communications; Analyze the viral world; Investigate internet resources and credibility; Connect digital relationships while analyzing the future of technology | **Do Now (10) –** Classroom discussion to review certification status among peers.  **Direct Instruction (30) –** Self-paced modules  **Guided Activity (20) –** Self-paced modules  **Independent Practice/Check for Understanding (20) –** Students will work on Financial Literacy, Venture, and/or Ignition modules to complete certification.  **Re-teach/Wrap-up/Homework (10) –** Students will complete Module Completion Exit Ticket. | * [www.everfi.com](http://www.everfi.com) | * Hands On * Exit Ticket |
| **TUES** |  |  |  |
| **WEDNES** | **Do Now (10) –** Classroom discussion to review certification status among peers.  **Direct Instruction (30) –** Self-paced modules  **Guided Activity (20) –** Self-paced modules  **Independent Practice/Check for Understanding (20) –** Students will work on Financial Literacy, Venture, and/or Ignition modules to complete certification.  **Re-teach/Wrap-up/Homework (10) –** Students will complete Module Completion Exit Ticket. | * [www.everfi.com](http://www.everfi.com) | * Hands On * Exit Ticket |
| **THURS** |  |  |  |
| **FRI** | **Do Now (10) –** Classroom discussion to review certification status among peers.  **Direct Instruction (30) –** Self-paced modules  **Guided Activity (20) –** Self-paced modules  **Independent Practice/Check for Understanding (20) –** Students will work on Financial Literacy, Venture, and/or Ignition modules to complete certification.  **Re-teach/Wrap-up/Homework (10) –** Students will complete Module Completion Exit Ticket. | * [www.everfi.com](http://www.everfi.com) | * Hands On * Exit Ticket |

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| **Teacher(s):** | Eltoncia Bradley | **Subject:** | Career Preparation | **Week of:** | February 9, 2015 – February 13, 2015 |

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| **DAY** | **LESSON OBJECTIVES** | **ACTIVITIES** | **Resources** | **Strategies** |
| **MON** | The student will be able to:  **Financial Literacy**  Explain why scarcity and choice are basic economic problems faced by every society; Analyze the costs and benefits of the purchase, use, or disposal of personal and business property; Examine the positive and negative aspects of barter, currency, credit cards, and debit cards; or  **Venture**  Explain the characteristics of a successful Entrepreneur; Demonstrate entrepreneurial thinking of life; Formulate a plan after investigating how to build a business; analyze and critique a business snapshot; or  **Ignition**  Identify the advantages and disadvantages of open source software; Differentiate between wireless communications; Analyze the viral world; Investigate internet resources and credibility; Connect digital relationships while analyzing the future of technology. |  |  |  |
| **TUES** | **Do Now (10) –** Classroom discussion to review certification status among peers.  **Direct Instruction (30) –** Self-paced modules  **Guided Activity (20) –** Self-paced modules  **Independent Practice/Check for Understanding (20) –** Students will work on Financial Literacy, Venture, and/or Ignition modules to complete certification.  **Re-teach/Wrap-up/Homework (10) –** Students will complete Module Completion Exit Ticket. | [www.everfi.com](http://www.everfi.com) | * Hands On   Exit Ticket |
| **WEDNES** |  |  |  |
| **THURS** | **Do Now (10) –** Classroom discussion to review certification status among peers.  **Direct Instruction (30) –** Self-paced modules  **Guided Activity (20) –** Self-paced modules  **Independent Practice/Check for Understanding (20) –** Students will work on Financial Literacy, Venture, and/or Ignition modules to complete certification.  **Re-teach/Wrap-up/Homework (10) –** Students will complete Module Completion Exit Ticket. | [www.everfi.com](http://www.everfi.com) | * Hands On   Exit Ticket |
| **FRI** |  |  |  |

**Vocabulary:** Communication, communication process, sender, encoding, channel, transmission, receiver, decoding, feedback, written communication, tone, verbal communication, pace, nonverbal communication, hearing, listening, product promotion, institutional promotion, persuasion, sales promotion, public relations (PR), electronic promotion, quick response (QR) codes, viral marketing, blog, permission marketing, Integrated marketing communications (IMC)