



23-24 Westside High School Lesson Plan Template

Teacher Name	Michael Goodnight	Learning Topic	Advertising Sales		
Course	Principles of Business, Marketing and Finance	Cycle & Week	C4 Week 6		
Day	TEKS or Standards Alignment	Lesson Objective (LO)	Daily Agenda <i>(highlight MRS used in lesson)</i>	Demonstration of Learning	Key Vocabulary
Monday	130.112.C.08. The student analyzes the sales process, customer relationships, and the likeliness of making sales.	The student will understand advertising media.	1. Do Now: Prepare for Presentations 2. Direct Instruction: <ul style="list-style-type: none"> Presentations Group Member Evaluation 3. Practice: <ul style="list-style-type: none"> Presentations Group Member Evaluation 4. DOL: <ul style="list-style-type: none"> Presentations Group Member Evaluation Homework: none	<ul style="list-style-type: none"> Presentations Group Member Evaluation 	target audience, media, media planning, print media, broadcast media.
Tuesday	130.112.C.08. The student analyzes the sales process, customer relationships, and the likeliness of making sales.	The student will understand sales as it relates to maslow's hierarchy of needs.	1. Do Now: Take out notes 2. Direct Instruction: <ul style="list-style-type: none"> Analyzing Sales PPT Critical Writing 3. Practice: <ul style="list-style-type: none"> Critical Writing 4. DOL: <ul style="list-style-type: none"> Critical Writing Homework: None	Students will find an advertisement and determine which of the 5 needs in Maslow's Hierarchy the ad is depicting.	maslow, psychological, safety, social, esteem, self actualization
Block Day Wed./Thurs.	130.112.C.08. The student analyzes the sales process, customer relationships, and the likeliness of	The student will understand sales with an emphasis on customer relationships.	1. Do Now: Take out notes 2. Direct Instruction: <ul style="list-style-type: none"> Finish Advertising Sales PPT Sales Assignment Sales Pitch Assignment 3. Practice:	<ul style="list-style-type: none"> Sales Assignment Sales Pitch Assignment 	maslow, psychological, safety, social, esteem, self actualization

	making sales.		<ul style="list-style-type: none"> • Sales Assignment • Sales Pitch Assignment 4. DOL: <ul style="list-style-type: none"> • Sales Assignment • Sales Pitch Assignment <u>Homework: None</u>		
Friday	130.112.C.08. The student analyzes the sales process, customer relationships, and the likeliness of making sales.	The student will understand how to give a sales pitch.	1. Do Now: Start working on sales assignments 2. Direct Instruction: <ul style="list-style-type: none"> • Sales Assignment • Sales Pitch Assignment 3. Practice: <ul style="list-style-type: none"> • Sales Assignment • Sales Pitch Assignment 4. DOL: <ul style="list-style-type: none"> • Sales Assignment • Sales Pitch Assignment <u>Homework: none</u>	<ul style="list-style-type: none"> • Sales Assignment • Sales Pitch Assignment 	maslow, psychological, safety, social, esteem, self actualization