



## 23-24 Westside High School Lesson Plan Template

<b>Teacher Name</b>	Michael Goodnight	<b>Learning Topic</b>	Pricing		
<b>Course</b>	Principles of Business, Marketing and Finance	<b>Cycle &amp; Week</b>	Cycle 3 Week 2		
<b>Lesson Plan Details</b>					
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.14.B Describe the function of prices in markets such as supply and demand.	The student will understand pricing.	<ol style="list-style-type: none"> <li>1. Do Now: Take out Notes</li> <li>2. Direct Instruction: <ul style="list-style-type: none"> <li>• 2.13 Pricing PPT</li> <li>• Critical Writing (20 min)</li> </ul> </li> <li>3. Practice: <ul style="list-style-type: none"> <li>• Critical Writing</li> </ul> </li> <li>4. DOL: <ul style="list-style-type: none"> <li>• Critical Writing</li> </ul> </li> </ol> <p><u>Homework: None</u></p>	Why is the proper price important to the business owner and the customer?	Price, value, uniqueness, price objective, fixed costs, variable costs.
Tuesday	130.112.C.14.B Describe the function of prices in markets such as supply and demand.	The student will understand pricing.	<ol style="list-style-type: none"> <li>1. Do Now: Take out notes</li> <li>2. Direct Instruction: <ul style="list-style-type: none"> <li>• Finish 2.13 PPT (30 min)</li> <li>• Customer Service Gap Assignment (20 min)</li> </ul> </li> <li>3. Practice: <ul style="list-style-type: none"> <li>• Customer Service Gap Assignment</li> </ul> </li> <li>4. DOL: <ul style="list-style-type: none"> <li>• Customer Service Gap Assignment</li> </ul> </li> </ol> <p><u>Homework: none</u></p>	Customer Service Gap Assignment	Price, value, uniqueness, price objective, fixed costs, variable costs.
Block Day Wed./Thurs.	130.112.C.14.B Describe the	The student will understand pricing.	<ol style="list-style-type: none"> <li>1. Do Now: Start working on customer service gap assignment</li> </ol>	<ul style="list-style-type: none"> <li>• Finish Customer</li> </ul>	Price, value, uniqueness,

	function of prices in markets such as supply and demand.		<p>2. Direct Instruction:</p> <ul style="list-style-type: none"> <li>• Finish Customer Service Gap Assignment</li> <li>• College Football Project</li> </ul> <p>3. Practice:</p> <ul style="list-style-type: none"> <li>• Finish Customer Service Gap Assignment</li> <li>• College Football Project</li> </ul> <p>4. DOL:</p> <ul style="list-style-type: none"> <li>• Finish Where it was produced assignment</li> <li>• New and Improved Assignment</li> </ul> <p><u>Homework: none</u></p>	<p>Service Gap Assignment</p> <ul style="list-style-type: none"> <li>• College Football Project</li> </ul>	price objective, fixed costs, variable costs.
Friday	130.112.C.14.B Describe the function of prices in markets such as supply and demand.	The student will understand pricing.	<p>1. Do Now: Sheet of paper and pend</p> <p>2. Direct Instruction:</p> <ul style="list-style-type: none"> <li>• Finish College Football Project</li> <li>• Shark Tank</li> <li>• Critical Writing</li> </ul> <p>3. Practice:</p> <ul style="list-style-type: none"> <li>• Critical Writing</li> </ul> <p>4. DOL:</p> <ul style="list-style-type: none"> <li>• Critical Writing</li> </ul> <p><u>Homework:</u></p>	<p>1. College Football Project</p> <p>2. Critical Writing</p>	Price, value, uniqueness, price objective, fixed costs, variable costs.