



## 23-24 Westside High School Lesson Plan Template

<b>Teacher Name</b>	Michael Goodnight	<b>Learning Topic</b>	Marketing		
<b>Course</b>	Principles of Business, Marketing and Finance	<b>Cycle &amp; Week</b>	C4 Week 1		
<b>Day</b>	<b>TEKS or Standards Alignment</b>	<b>Lesson Objective (LO)</b>	<b>Daily Agenda</b> <i>(highlight MRS used in lesson)</i>	<b>Demonstration of Learning</b>	<b>Key Vocabulary</b>
<b>Monday</b>	130.112.C.06.A Explain the importance of different marketing strategies for goods vs services	The student will understand the 4 P's of Marketing	1. Do Now: Take out notes 2. Direct Instruction: <ul style="list-style-type: none"> <li>● Marketing PPT</li> <li>● Critical Writing</li> </ul> 3. Practice: <ul style="list-style-type: none"> <li>● Critical Writing</li> </ul> 4. DOL: <ul style="list-style-type: none"> <li>● Critical Writing</li> </ul> Homework: none	Students will select a business and fill in the 4 P's for that business.	product, price, place, promotion
<b>Tuesday</b>	130.112.C.06.A Explain the importance of different marketing strategies for goods vs services	The student will understand the 4 P's of Marketing	1. Do Now: Take out notes 2. Direct Instruction: <ul style="list-style-type: none"> <li>● Finish Marketing PPT</li> <li>● Ice Cream Assignment</li> </ul> 3. Practice: <ul style="list-style-type: none"> <li>● Ice Cream Assignment</li> </ul> 4. DOL: <ul style="list-style-type: none"> <li>● Ice Cream Assignment</li> </ul> Homework: None	Ice Cream Assignment	product, price, place, promotion
<b>Block Day</b> Wed./Thurs.	130.112.C.06.A Explain the importance of different marketing strategies for goods vs services	The student will understand marketing plans	1. Do Now: Work on Ice Cream Assignment 2. Direct Instruction: <ul style="list-style-type: none"> <li>● Finish Ice Cream Assignment</li> <li>● Start Marketing Plan</li> </ul> 3. Practice: <ul style="list-style-type: none"> <li>● Finish Ice Cream Assignment</li> <li>● Start Marketing Plan</li> </ul> 4. DOL:	Ice Cream Assignment/Marketing Plan	product, price, place, promotion

			<ul style="list-style-type: none"> <li>• Finish Ice Cream Assignment</li> <li>• Start Marketing Plan</li> </ul> <p><u>Homework: None</u></p>		
<b>Friday</b>	<b>130.112.C.06.A</b> <b>Explain the importance of different marketing strategies for goods vs services</b>	<b>The student will understand marketing plans</b>	<ol style="list-style-type: none"> <li>1. Do Now: Sit in Groups</li> <li>2. Direct Instruction: <ul style="list-style-type: none"> <li>• Finish Marketing Plans</li> </ul> </li> <li>3. Practice: <ul style="list-style-type: none"> <li>• Finish Marketing Plans</li> </ul> </li> <li>4. DOL: <ul style="list-style-type: none"> <li>• Finish Marketing Plans</li> </ul> </li> </ol> <p><u>Homework: none</u></p>	<b>Marketing Plan</b>	<b>product, price, place, promotion</b>