



23-24 Westside High School Lesson Plan Template

Teacher Name	Michael Goodnight	Learning Topic	Marketing		
Course	Principles of Business, Marketing and Finance	Cycle & Week	C4 Week 3		
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.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"> Marketing 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 select a business and fill in the 4 P's for that business.	product, price, place, promotion
Tuesday	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"> Finish Marketing PPT Marketing Plan 3. Practice: <ul style="list-style-type: none"> Marketing Plan 4. DOL: <ul style="list-style-type: none"> Marketing Plan Homework: None	Marketing Plan	product, price, place, promotion
Block Day 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"> Marketing Plan 3. Practice: <ul style="list-style-type: none"> Marketing Plan 4. DOL: <ul style="list-style-type: none"> Marketing Plan 	Marketing Plan	product, price, place, promotion

			<u>Homework: None</u>		
Friday	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: Sit in Groups 2. Direct Instruction: <ul style="list-style-type: none"> • Presentations 3. Practice: <ul style="list-style-type: none"> • Presentations 4. DOL: <ul style="list-style-type: none"> • Presentations <u>Homework: none</u>	Presentations	product, price, place, promotion