



## 23-24 Westside High School Lesson Plan Template

<b>Teacher Name</b>	Michael Goodnight	<b>Learning Topic</b>	Advertising		
<b>Course</b>	Principles of Business, Marketing and Finance	<b>Cycle &amp; Week</b>	C4 Week 4		
<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.10. The student how to advertise how to communicate promotional messages to targeted audiences.	The student will understand advertising.	1. Do Now: Take out notes 2. Direct Instruction: <ul style="list-style-type: none"> <li>Advertising PPT</li> <li>Car Target Audience Discussion</li> </ul> 3. Practice: <ul style="list-style-type: none"> <li>Car Target Audience Discussion</li> </ul> 4. DOL: <ul style="list-style-type: none"> <li>Car Target Audience Discussion</li> </ul> Homework: none	<b>Car Target Audience Discussion</b>	advertising, target audience, headline, sub head, slogan
<b>Tuesday</b>	130.112.C.10. The student how to advertise how to communicate promotional messages to targeted audiences.	The student will understand target audiences.	1. Do Now: Take out notes 2. Direct Instruction: <ul style="list-style-type: none"> <li>Finish Advertising PPT</li> <li>Advertising Target Audience Assignment</li> </ul> 3. Practice: <ul style="list-style-type: none"> <li>Advertising Target Audience Assignment</li> </ul> 4. DOL: <ul style="list-style-type: none"> <li>Advertising Target Audience Assignment</li> </ul> Homework: None	<b>Advertising Target Audience Assignment</b>	advertising, target audience, headline, sub head, slogan
<b>Block Day Wed./Thurs.</b>	130.112.C.10. The student how to advertise how to	The student will understand advertising and target	1. Do Now: Finish Advertising Target Audience Assignment 2. Direct Instruction:	<ul style="list-style-type: none"> <li>Advertising Target</li> </ul>	advertising, target audience, headline, sub

	communicate promotional messages to targeted audiences.	audiences.	<ul style="list-style-type: none"> <li>Advertising Target Audience Assignment</li> <li>Deodorant Print Ad</li> </ul> 3. Practice: <ul style="list-style-type: none"> <li>Advertising Target Audience Assignment</li> <li>Deodorant Print Ad</li> </ul> 4. DOL: <ul style="list-style-type: none"> <li>Advertising Target Audience Assignment</li> <li>Deodorant Print Ad</li> </ul> Homework: None	Audience Assignment <ul style="list-style-type: none"> <li>Deodorant Print Ad</li> </ul>	head, slogan
Friday	130.112.C.10. The student how to advertise how to communicate promotional messages to targeted audiences.	The student will understand advertising and target audiences.	1. Do Now: Take out notes 2. Direct Instruction: <ul style="list-style-type: none"> <li>Shark Tank</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	Describe an advertisement that would be beneficial to each business.	advertising, target audience, headline, sub head, slogan