



## 23-24 Westside High School Lesson Plan Template

<b>Teacher Name</b>	Michael Goodnight	<b>Learning Topic</b>	Advertising Media		
<b>Course</b>	Principles of Business, Marketing and Finance	<b>Cycle &amp; Week</b>	C4 Week 5		
<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 media.	<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>• Advertising Media PPT</li> <li>• Critical Writing</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>	What is the difference between institutional advertising and promotional advertising. Give 2 examples of each.	<b>advertising, target audience, headline, sub head, slogan</b>
<b>Tuesday</b>	130.112.C.10. The student how to advertise how to communicate promotional messages to targeted audiences.	The student will understand advertising media.	<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 Advertising Media PPT</li> <li>• Advertising Media Questions</li> </ul> </li> <li>3. Practice: <ul style="list-style-type: none"> <li>• Advertising Media Questions</li> </ul> </li> <li>4. DOL: <ul style="list-style-type: none"> <li>• Advertising Media Questions</li> </ul> </li> </ol> <p><u>Homework: None</u></p>	<ul style="list-style-type: none"> <li>• Advertising Media Questions</li> </ul>	<b>advertising, target audience, headline, sub head, slogan</b>
<b>Block Day Wed./Thurs.</b>	130.112.C.10. The student how to advertise how to communicate promotional messages to targeted audiences.	The student will understand advertising media.	<ol style="list-style-type: none"> <li>1. Do Now: Finish Advertising Media Question</li> <li>2. Direct Instruction: <ul style="list-style-type: none"> <li>• Finish Advertising Media Questions</li> <li>• Reality TV Project</li> </ul> </li> <li>3. Practice: <ul style="list-style-type: none"> <li>• Reality TV Project</li> </ul> </li> <li>4. DOL:</li> </ol>	<ul style="list-style-type: none"> <li>• Reality TV Project</li> </ul>	<b>advertising, target audience, headline, sub head, slogan</b>

			<ul style="list-style-type: none"> <li>• Reality TV Project</li> </ul> <p><u>Homework: None</u></p>		
<b>Friday</b>	<b>130.112.C.10. The student how to advertise how to communicate promotional messages to targeted audiences.</b>	<b>The student will understand advertising media.</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>• Reality TV Project</li> </ul> </li> <li>3. Practice: <ul style="list-style-type: none"> <li>• Reality TV Project</li> </ul> </li> <li>4. DOL: <ul style="list-style-type: none"> <li>• Reality TV Project</li> </ul> </li> </ol> <p><u>Homework: none</u></p>	<ul style="list-style-type: none"> <li>• Reality TV Project</li> </ul>	<b>advertising, target audience, headline, sub head, slogan</b>