



23-24 Westside High School Lesson Plan Template

Teacher Name	Michael Goodnight	Learning Topic	Retail		
Course	Principles of Business, Marketing and Finance	Cycle & Week	Cycle 2 Week 4		
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.D- Identify types of retailers 130.112.C.06.F- Explain the role of retailers in a private enterprise system.	The student will understand durable and non-durable goods.	1. Do Now: Take out notes 2. Direct Instruction: • 2.10 Retail PPT 3. Practice: • Critical Writing 4. DOL: • Critical Writing <u>Homework: none</u>	What are examples of a durable good? Why do items in retail stores usually cost more money?	durable good, non durable good, intermediary, direct channel, indirect channel, traditional retailers, non store shopping
Tuesday	30.112.C.06.D- Identify types of retailers 130.112.C.06.F- Explain the role of retailers in a private enterprise system.	The student will understand retail	1. Do Now: Take out notes from yesterday. 2. Direct Instruction: • Finish 2.10 Retail PPT 3. Practice: • Retail Questions 4. DOL: • Retail Questions <u>Homework: none</u>	Retail Questions	durable good, non durable good, intermediary, direct channel, indirect channel, traditional retailers, non store shopping
Block Day Wed./Thurs.	30.112.C.06.D- Identify types of retailers 130.112.C.06.F- Explain the role of retailers in a private enterprise system.	The student will understand retail loyalty	1. Do Now: Work on Retail Questions 2. Direct Instruction: 3. Practice: • Finish Retail Questions • Retail Loyalty Project (Major Grade) 4. DOL: Finish Retail Questions	Retail Loyalty Project (Major Grade)	durable good, non durable good, intermediary, direct channel, indirect channel, traditional retailers, non store shopping

			<ul style="list-style-type: none"> Retail Loyalty Project (Major Grade) <u>Homework:</u>		
Friday	30.112.C.06.D- Identify types of retailers 130.112.C.06.F- Explain the role of retailers in a private enterprise system.	The student will understand retail loyalty	1. Do Now: Work on Retail Loyalty Project 2. Direct Instruction: 3. Practice: <ul style="list-style-type: none"> Retail Loyalty Project (Major Grade) 4. DOL: Retail Loyalty Project (Major Grade) <u>Homework: none</u>	Retail Loyalty Project (Major Grade)	durable good, non durable good, intermediary, direct channel, indirect channel, traditional retailers, non store shopping