



# WESTSIDE HIGH SCHOOL

Level Up: *RISE* to Your Potential

24-25 Lesson Plan Template

Teacher: **Michael Goodnight**

Subject: **Principles of Business, Marketing and**

**Finance**

Week of: <b>1/7-1/10</b>	Monday	Tuesday	Wed/Thurs.	Friday
<b>TEKS</b>	PD	PBMF 11.A Define marketing PBMF 11.B Understand how marketing is related to other functions of business	PBMF 11.A Define marketing  PBMF 11.B Understand how marketing is related to other functions of business.  PBMF 11.C Explain the marketing concept  PBMF 11.D Describe marketing functions and its related activities.	PBMF 11.C Explain the marketing concept  PBMF 11.D Describe marketing functions and its related activities.
<b>Learning Objective</b>	PD	Define marketing and understand how marketing is related to other	Define marketing and understand how marketing is related to other	Explain the marketing concept while describing marketing functions and

		functions of business	functions of business.  Explain the marketing concept while describing marketing functions and their related activities.	their related activities.
<b>Higher Order Thinking Questions</b>	PD	What is <b>marketing</b> , and how does it support <b>business functions</b> ?	How does the <b>marketing concept</b> guide <b>business success</b> ?	How does the <b>marketing concept</b> guide <b>business success</b> ?
<b>Agenda</b>	PD	1. 1/7 PPT 2. DOL	1. 1/7 PPT 2. DOL 3. 1/9 PPT	1. 1/9 PPT 2. DOL
<b>Demonstration of Learning</b>	PD	Given 5 questions, students will correctly <b>define</b> marketing and <b>understand</b> its relations to other functions of business with an accuracy rate of 80%.	Given 5 questions, students will correctly <b>define</b> marketing and <b>understand</b> its relations to other functions of business with an accuracy rate of 80%.	Given 5 questions, students will correctly <b>define</b> marketing and <b>understand</b> its relations to other functions of business with an accuracy rate of 80%.
<b>Intervention &amp; Extension</b>	PD	Peer Buddy, Word Walls, Anchor Charts	Peer Buddy, Word Walls, Anchor Charts	Peer Buddy, Word Walls, Anchor Charts
<b>Resources</b>	PD	HISD Curriculum	HISD Curriculum	HISD Curriculum