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| **Teacher(s):** | Eltoncia Bradley | **Subject:** | Retailing and E-tailing | **Week of:** | February 9, 2015 – February 13, 2015 |

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| **DAY** | **TEKS OBJECTIVES** | **LESSON OBJECTIVES** | **ACTIVITIES** |
| **MON** | * The student knows the nature and scope of advertising marketing. * Demonstrate knowledge of the history of advertising as an industry and how it relates to today’s marketplace.   Distinguish among advertising marketing terms. | * The student will be able to identify the categories of advertising. * The student will be able to explain the types of advertising. | **Do Now (10) –** No warm up. Immediately begin work on History of Advertising assignment.  **Direct Instruction (30 ) –** The Importance of Advertising  **Guided Activity (20) –** The Importance of Advertising; Types of Advertising Media  **Independent Practice/Check for Understanding (20) –** Comparing and Contrasting Advertisement Eras  **Re-teach/Wrap-up/Homework (10) –** Quick Check Questions (What are the two major categories of advertising? What are the three types of advertising? What are the four types of advertising media?) |
| **TUES** | * The student knows the nature and scope of advertising marketing. * Demonstrate knowledge of the history of advertising as an industry and how it relates to today’s marketplace. * Distinguish among advertising marketing terms. | * The student will be able to identify the categories of advertising. | **Do Now (10) –** No warm up. Immediately begin work on History of Advertising assignment.  **Direct Instruction (30 ) –** The Importance of Advertising  **Guided Activity (20) –** The Importance of Advertising; Types of Advertising Media  **I Independent Practice/Check for Understanding (20) –** Comparing and Contrasting Advertisement Eras  **Re-teach/Wrap-up/Homework (10) –** Quick Check Questions (What are the two major categories of advertising? What are the three types of advertising? What are the four types of advertising media?) |
| **WEDNES** | * The student knows the nature and scope of advertising marketing. * Demonstrate knowledge of the history of advertising as an industry and how it relates to today’s marketplace. * Distinguish among advertising marketing terms. | * The student will be able to explain the types of advertising. * The student will be able to identify the types of advertising media. | **Do Now (10) –** Commercial Analysis Review  **Direct Instruction (30 ) –** Elements of Good Print Ads; Advertising Budget  **Guided Activity (20) –** Specialty Media &Star Power (handout)  **Independent Practice/Check for Understanding (20) –** Promoting Good Business Sales Promotion Campaign (Worksheet)  **Re-teach/Wrap-up/Homework (10) –** Think About It |
| **THURS** | * The student knows the nature and scope of advertising marketing. * Demonstrate knowledge of the history of advertising as an industry and how it relates to today’s marketplace. * Distinguish among advertising marketing terms. | * The student will be able to explain the types of advertising. * The student will be able to identify the types of advertising media. | **Do Now (10) –** Commercial Analysis Review  **Direct Instruction (30 ) –** Elements of Good Print Ads; Advertising Budget  **Guided Activity (20) –** Specialty Media &Star Power (handout)  **Independent Practice/Check for Understanding (20) –** Promoting Good Business Sales Promotion Campaign (Worksheet)  **Re-teach/Wrap-up/Homework (10) –** Think About It |
| **FRI** | * The student knows the nature and scope of advertising marketing. * Demonstrate knowledge of the history of advertising as an industry and how it relates to today’s marketplace. * Distinguish among advertising marketing terms. | * The student will be able to identify the types of advertising media. | **Do Now (10) –** Print Advertisement Review  **Direct Instruction (30 ) –** Elements of Good Print Ads; Advertising Budget  **Guided Activity (20) –** Specialty Media &Star Power (handout)  **Independent Practice/Check for Understanding (20) –** Promoting Good Business Sales Promotion Campaign (Worksheet)  **Re-teach/Wrap-up/Homework (10) –** Think About It |

**Strategies:** Hands On, Peer Tutoring, Small Group Teamwork, Exit Ticket, Think-Pair-Share

**Resources:** Handouts, PowerPoint Presentation, Textbook, Internet Explorer

**Vocabulary:** Advertising, product advertising, institutional advertising, retail advertising, vendor advertising, cooperative advertising, media