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| **Teacher(s):** | Eltoncia Bradley | **Subject:** | Retailing and E-tailing | **Week of:** | January 12, 2015 – January 16, 2015 |

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| **DAY** | **TEKS OBJECTIVES** | **LESSON OBJECTIVES** | **ACTIVITIES** |
| **MON** |  |  |  |
| **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. | * Identify and demonstrate among advertising marketing terms. * Know the nature and scope of advertising * Explain how advertising has changed to meet the needs of changing times. * Describe inventions that have impacted advertising. | **Do Now (10) – What is advertising to you?**  **Direct Instruction (30 ) –** The Changing Times in Advertising  **Guided Activity (20) –** Basic Accounting Terms (Handout)  **Independent Practice/Check for Understanding (20) –** History of Advertising Worksheet (handout), Checkpoint (pp. 7, 10)  **Re-teach/Wrap-up/Homework (10) –** Think About It, Academic Connections |
| **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. | * Identify and demonstrate among advertising marketing terms. * Know the nature and scope of advertising. * Explain how advertising has changed to meet the needs of changing times. * Describe inventions that have impacted advertising. | **Do Now (10) – What is advertising to you?**  **Direct Instruction (30 ) –** The Changing Times in Advertising  **Guided Activity (20) –** Basic Accounting Terms (Handout)  **Independent Practice/Check for Understanding (20) –** History of Advertising Worksheet (handout), Checkpoint (pp. 7, 10)  **Re-teach/Wrap-up/Homework (10) –** Think About It, Academic Connections |
| **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. | * Demonstrate knowledge of the history of advertising * Demonstrate how advertising relates to today’s marketplace | **Do Now (10) – Types of Advertising**  **Direct Instruction (30 ) –** Inventions Impacting Advertising  **Guided Activity (20) –** Inventions (handout)  **Independent Practice/Check for Understanding (20) –** Checkpoint (p. 10), Knowledge Checker (handout)  **Re-teach/Wrap-up/Homework (10) –** Think About It, Academic Connection |
| **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. | * Demonstrate knowledge of the history of advertising * Demonstrate how advertising relates to today’s marketplace | **Do Now (10) – Types of Advertising**  **Direct Instruction (30 ) –** Inventions Impacting Advertising  **Guided Activity (20) –** Inventions (handout)  **Independent Practice/Check for Understanding (20) –** Checkpoint (p. 10), Knowledge Checker (handout)  **Re-teach/Wrap-up/Homework (10) –** Think About It, Academic Connection |

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

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

**Vocabulary:** Industrial revolution, dailies, consumer culture, branding, Pure Food and Drug Act, subliminal messages, creative revolution, infomercial, interactive media