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| Teachers: Eltoncia Bradley | Room: C124 |
| Lesson Date: Monday, November 10, 2014 – Friday, November 21, 2014 | |
| Subject Area: Retailing E-tailing | Grade Levels: 9 – 12 |
| Chapter Title: Promotional Mix | |
| Lesson Titles:   * Promotional Mix Defined * Elements of the Promotional Mix * Factors Affecting Promotional Mix | |
| Lesson Goals  *Upon completion of this lesson, students will be able to:*   * **Describe** the elements of the promotional mix. * **Explain** factors affecting the selection of a promotional mix. | |
| Anticipatory Set:   * + Identify Apple advertisements that have caught your attention and explain how those advertisements have affected you as a customer. | |
| Direct Teach:   * Promotional Mix Defined * Elements of the Promotional Mix * Factors Affecting Promotional Mix | |
| Independent Practice:   * A Perfect Mix * The Tale of the iMac * Changing the Promotional Mix * America’s Sweet Tooth * Matching Mixes * Planning a Promotional Mix * Practice Test | |
| Materials/References:   * Edmodo * PowerPoint Presentation * Handouts | |
| Note:   * Students will continue to complete their Everfi certifications upon completion of individual class assignments. | |