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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
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| 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.
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| Anticipatory Set: * + Identify Apple advertisements that have caught your attention and explain how those advertisements have affected you as a customer.
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| Direct Teach:* Promotional Mix Defined
* Elements of the Promotional Mix
* Factors Affecting Promotional Mix
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| 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
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| Materials/References:* Edmodo
* PowerPoint Presentation
* Handouts
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| Note:* Students will continue to complete their Everfi certifications upon completion of individual class assignments.
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