

Merced County ROP: Standards-Based Lesson Plan

LESSON PLAN MISCELLANEOUS INFORMATION:

Course Name	Teacher Designer	Time Allocation
Marketing Occupations	Mary Whited	1 hr. & 50 minutes or Paper Option – 4 hours

Lesson Title	Unit Title and Number
Careers in Marketing	II. Career Development A.1 Marketing Industry Opportunities

CONTENT AND ACADEMIC STANDARDS

Content Standard(s) from Business Education Frameworks	BC: Information Technologies – Applications 1.6.1 BC: Information Technologies - Computer Applications 1.6.2 BC: Information Technologies – Document Processing 1.6.3
English Academic Standard(s)	Grade 9-10: Structural Features of Informational Materials 2.4,2.5 Grade 9-10: Organization and Focus 1.2 Grade 9-10: Write Technical Documents 2.6 Grade 9-10: Manuscript Form 1.4,1.5
Math Academic Standard(s)	

LESSON PLAN COMPETENCIES (FROM COURSE OUTLINE)

II.A.1: Explore, research and describe the levels of career opportunities available to individuals in the marketing industry.

LESSON PLAN OBJECTIVES (SUB LEARNING GOALS)

<ol style="list-style-type: none"> After instruction and demonstration on how the program <i>Eureka</i> works, students will identify a career in marketing, research it, and prepare a “Personal Portfolio” and worksheet containing valuable information relevant to this career. Optional: Students will then take information gathered and prepare a research paper on their own chosen career field which will be assessed by the instructor using the writing rubric.

INSTRUCTIONAL MATERIALS REQUIREMENTS

Teacher Needs	<ol style="list-style-type: none"> 1. <i>Marketing Essentials</i> textbook (Section 1.3, pgs. 11-16) 2. Computer with EUREKA program loaded 3. <i>Eureka Portfolio Assignment</i> handout 4. <i>My Career Plan</i> handout (Optional) 4. Rubric for Paper (Optional)
Student Needs:	<ol style="list-style-type: none"> 1. Computers with EUREKA program loaded 2. <i>Eureka Portfolio Assignment</i> handout 3. <i>My Career Plan</i> Handout (Optional)

ESSENTIAL QUESTIONS FOR THE LESSON: Resource Available

<ol style="list-style-type: none"> 1. What is a career that interests me, and how can I achieve the path to attain employment in that career?
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FOUR-STEP LESSON PLAN: Describe the lesson in detail: Resource Available

Introduction	<ol style="list-style-type: none"> I. Start off by asking the students if they know exactly what career they would like to pursue. <ol style="list-style-type: none"> A. For those who have a chosen career, ask very detailed information like... <ol style="list-style-type: none"> 1. How much does a _____ make entry-level in California? 2. What kind of classes should you be taking in High School to prepare you for this career? 3. What additional training/schooling do you need? 4. What kind of financial aid is available to you to pursue this career? B. Answers should vary, and start everyone, even the ones who “know” what career path they want to take”, thinking about details to how they are going to get there.
Presentation	<ol style="list-style-type: none"> I. Have students review section 1.3 in <i>Marketing Essentials</i> textbook (pgs. 11-16) on “Careers in Marketing”. II. Instruct and demonstrate the program EUREKA to the students. III. Include instruction on how they can build their <i>Personal Portfolio</i>.
Application	<ol style="list-style-type: none"> I. Hand out the <i>Eureka Portfolio Assignment</i> sheets. <ol style="list-style-type: none"> A. Have each student complete the assignment sheet independently which will require students to pick a marketing career that interests them. B. Once a career has been selected, students will build a Personal Portfolio using the research information collected.
Testing and Assessment	<ol style="list-style-type: none"> I. Given the information that was presented, and the information students gather from their Eureka research, they will complete a Personal Portfolio and the Eureka Portfolio Assignment Worksheet. II. Another option is to have the students begin working on a career research paper. Hand out the guidelines (attached Career Plan Handout). <ol style="list-style-type: none"> A. Give a deadline date of two weeks to complete. They will have all next class period to work on paper, however, they should not wait to do additional research and get started on a rough draft. B. Paper is worth ____ points. C. Attached rubric can be used to assess paper.

INSTRUCTIONAL STRATEGIES: Resource Available

Learning Modalities	Auditory, Visual, Kinesthetic
Bloom's Taxonomy	Worksheet and Personal Portfolio: Synthesis Paper: Evaluation
Six A's	Assessment, Active Exploration, Applied Learning, Academic Rigor, Authenticity

HOMEWORK ASSIGNMENTS OR EXTRA CREDIT

If paper is used, give a deadline date of two weeks to complete.