

**RRGSD Remote Instruction Learning Plan****Dates: 10/19-10/23**

<b>Statement of Goals and Objectives:</b> <i>(Learning Targets in Student &amp; Parent-Friendly Language)</i>	<ul style="list-style-type: none"> <li>• What are some examples of promotional channels used to communicate with targeted audiences?</li> <li>• How does using the most appropriate promotional channels increase profits?</li> <li>• What are the various components of a promotional mix?</li> <li>• Why is it important to utilize the most appropriate components of advertising to communicate with a targeted audience?</li> <li>• What is direct mail and how is it used?</li> <li>• What is advertising and how is it unique in S&amp;E Marketing?</li> </ul>
<b>Topic(s)/Concept &amp; NC Standard Course of Study:</b> <i>Topic(s)/Concept and the correlating content standards addressed)</i>	<ul style="list-style-type: none"> <li>• Understand promotional channels used to communicate with targeted audiences.</li> <li>• Understand the use of an advertisement's components to communicate with targeted audiences.</li> <li>• Understand Promotion in S&amp;E Marketing</li> </ul>
<b>Social-Emotional Focus</b>	<p>Regular contact with students including live virtual classes; available to answer questions and assist students with their needs; refer to a counselor if needed. Check in with students who are not participating, and contact with parents when necessary.</p> <p>*RRHS Counselor Education Program</p>

**Daily Agenda:** Including assignments and due dates

Date:	Virtual/Remote	Check-In Times for Virtual:
Monday 10/19	<b>WORKDAY</b>	
Tuesday 10/20	Unit 3 Vocabulary Quiz 10/22 Discussion Question: Advertising in S&E Marketing 10/20	
Wednesday 10/21	Watch pre-recorded video and answer discussion question 10/21 Review "Razzle Dazzle" LAP (during recorded video)	
Thursday 10/22	3.04-3.07 PPT (during live session) 10/22 Promotion Project Instructions (during live session)	<b>10-11am 2nd Block</b> <b>1-2pm 1st Block</b>
Friday 10/23	Promotion project 10/29	

**Teacher Name: J. Garner**

**Subject: Sports & Entertainment Marketing 1**

**Assessment:**

*How will I be assessing my students throughout this week?*

Formative Assessment(s)	Discussion Questions, Vocabulary Quizzes, Data Tracking, Live Session Q&A
Summative Assessment(s)	Tests (Schoolnet)
How will I know my students have <b>mastered the content</b> from this week?	By evaluating their work, and discussion question answers and by their quiz and test results

**Additional Resources:**

*If a student needs additional support, below are resources that will assist with the material being taught.*

Topic/Concept	Website/Location resource can be found
Vocabulary	Quizlet: search for GarnerJill
Content	The LAPs (our texts for this course) are available for review in google classroom, as well as the slideshows for each unit and recorded live sessions and lecture