J. L. Mann High School Weekly Lesson Plans 2025-2026

Teacher's Name: Mathis Course: Marketing Dates: 8/18-8/22

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
Define marketing and describe its benefits.	Describe the marketing benefits derived from each of the economic utilities, (form, time, place, possession, and information) and how they add value to products and services.	Analyze the significance of the 4 P's of Marketing, i.e., product, price, place, and promotion	Explain the marketing concept. Describe each of the marketing core functions, i.e., channel management, marketing information management, marketing planning, pricing, product service management, promotion, and selling.	Define marketing and describe its benefits. Explain the marketing concept.
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
I can define marketing and explain its importance by analyzing real-world examples and completing collaborative activities.	I can describe how the five economic utilities add value to products and services by analyzing real-world examples and connecting them to consumer needs.	I can analyze the significance of the 4 P's of Marketing by evaluating real-life examples and participating in a debate about which P is most important.	I can explain the marketing concept and describe the seven core marketing functions by analyzing real-world examples and creating a marketing plan for a hypothetical product.	I can explain the marketing concept and describe the benefits of marketing by reviewing key ideas through a game-based activity
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
Think of your favorite product or service. Write down why you like it and how you heard about it.	Think about the last thing you bought. Why did you buy it, and what 'need' did it fulfill for you?	Think about the last product you bought. What made you choose it? Was it the product itself, the price, where you could buy	Think of your favorite product or service. Write down why you like it and how you heard about it.	In your own words, what is marketing and why is it important to businesses and consumers?

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		it, or how it was advertised?		
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
Vocabulary Crossword Guided Practice: Definition	Introduction / Mini-Lesson (5 Utilities plus examples)	Introduction / Direct Instruction (Briefly Review the 4 P's)	Direct Instruction & Modeling (Briefly introduce the marketing concept and the seven core marketing functions)	(Who wants to be a Millionaire) Mini-Review & Setup
Recitation	Guided Inquiry Activity: Utility Scenarios	4 P's Group Analysis	Marketing Function Match	Game Show Activity
Real-World Marketing Analysis	Utility Sort	4 P's Debate	Mini Marketing Plan	
Marketing Debate Is marketing more beneficial for businesses or for customers?	Product Pitch Challenge			
Students will recite the definition of Marketing				
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
List one benefit of marketing for businesses. List one benefit of marketing for customers.	Which economic utility do you think is the most important to you as a consumer, and why?	After today's lesson and debate, which P do you think has the most impact on marketing success, and why?	Write one thing you learned about marketing functions. Write one question you still have about how businesses use these functions.	List 2 benefits of marketin for consumers and 2 for businesses. Which benefit do you think is most important and why?

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REPRESENTATION options for presenting content	ENGAGEMENT options for engaging student	EXPRESSION options for students to	CULTURAL CONSIDERATIONS	ASSESSMENTS
options for presenting content	interest	demonstrate learning	CONSIDERATIONS	
□Artifacts	□ Cooperative Work	□ Written Response	□ Nature of content &	□ <mark>Class Work</mark>
□Pictures	□ <mark>Partner Work</mark>	☐ <mark>Illustrated Response</mark>	ethnicity and/or culture of	□Journals
☐ Graphic Organizers	☐Manipulatives	□ <mark>Oral Response</mark>	<mark>students</mark>	☐ Group Discussion
□ <mark>Video Clips</mark>	□ <mark>Movement</mark>	☐ <mark>Model Creation</mark>	□Other:	☐ Individual Participation
☐Audio Recordings	□ <mark>Debates</mark>	☐ Construction		□ Quiz / Test
□Lab	☐ Role Plays or Simulations	□Other:		□Project
□Lecture	□Other:			☐ Conference
□Other:				□Essay
				□Other:
Instructional Materials:				
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^{*}All adjustments to the teacher's lesson plans will be communicated to the students.