

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
<u>Vocabulary Crossword</u> Guided Practice: Definition Recitation Real-World Marketing Analysis Marketing Debate Is marketing more beneficial for businesses or for customers? Students will recite the definition of Marketing	Introduction / Mini-Lesson (5 Utilities plus examples) Guided Inquiry Activity: Utility Scenarios Utility Sort Product Pitch Challenge	Introduction / Direct Instruction (Briefly Review the 4 P's) 4 P's Group Analysis 4 P's Debate	Direct Instruction & Modeling (Briefly introduce the marketing concept and the seven core marketing functions) Marketing Function Match Mini Marketing Plan	(Who wants to be a Millionaire) Mini-Review & Setup Game Show Activity
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 marketing for consumers and 2 for businesses. Which benefit do you think is most important and why?
Important Due Dates:				

How are you utilizing UDL learning guidelines and strategies within your weekly lessons? Check the boxes or highlight :)

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REPRESENTATION options for presenting content	ENGAGEMENT options for engaging student interest	EXPRESSION options for students to demonstrate learning	CULTURAL CONSIDERATIONS	ASSESSMENTS
☐ Artifacts ☐ Pictures ☐ Graphic Organizers ☐ Video Clips ☐ Audio Recordings ☐ Lab ☐ Lecture ☐ Other:	☐ Cooperative Work ☐ Partner Work ☐ Manipulatives ☐ Movement ☐ Debates ☐ Role Plays or Simulations ☐ Other:	☐ Written Response ☐ Illustrated Response ☐ Oral Response ☐ Model Creation ☐ Construction ☐ Other:	☐ Nature of content & ethnicity and/or culture of students ☐ Other:	☐ Class Work ☐ Journals ☐ Group Discussion ☐ Individual Participation ☐ Quiz / Test ☐ Project ☐ Conference ☐ Essay ☐ Other:

Instructional Materials:

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*All adjustments to the teacher's lesson plans will be communicated to the students.