



J.L. Mann High School
Fall 2026 Lesson Plans
Teacher: [Jocelyn Slaughter](#)
Subject: Marketing

First Semester

[Week 1: August 10-14](#)

[Week 2: August 17-21](#)

[Week 3: August 24-28](#)

[Week 4: August 31-September 4](#)

[Week 5: September 7-11](#) (September 7th - Labor Day)

[Week 6: September 14-18](#)

[Week 7: September 21-25](#)

[Week 8: September 28-October 2](#)

[Week 9: October 5-October 9](#)

[Week 10: October 12-16](#) (October 15th - End of first quarter)

[Week 11: October 19-23](#)

[Week 12: October 26-30](#)

[Week 13: November 2-6](#)

[Week 14: November 9-13](#)

[Week 15: November 16-20](#)

[Week 16: November 23-27](#) (Thanksgiving holiday Wed-Fri)

[Week 17: November 30-December 1-4](#) EOC?

[Week 18: December 7-11](#)

[Week 19: December 14-18](#) (End of second quarter / first semester)

Teacher's Name: Slaughter Course: Marketing Dates: August 10-14

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
	F. MARKETING FUNDAMENTALS 1. Define marketing and describe its benefits.	CLASS MEETINGS/CHROMEBOOK DISTRIBUTION F. MARKETING FUNDAMENTALS 1. Define marketing and describe its benefits. 5. Explain the marketing concept.	CLASS MEETINGS/CHROMEBOOK DISTRIBUTION F. MARKETING FUNDAMENTALS 1. Define marketing and describe its benefits. 5. Explain the marketing concept. E. PROFESSIONAL KNOWLEDGE	F. MARKETING FUNDAMENTALS 1. Define marketing and describe its benefits. 5. Explain the marketing concept. E. PROFESSIONAL KNOWLEDGE 1. Demonstrate effective speaking and listening skills.

			1. Demonstrate effective speaking and listening skills.	
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
	I can communicate with my peers and teacher by growing my understanding of classroom procedures/expectations and sharing about myself. (Standard D) I will be able to understand marketing in the business world. (Standard F)	I will be able to understand marketing in the business world. (Standard F)	I will be able to understand marketing in the business world. (Standard F)	I will be able to understand marketing in the business world. (Standard F)
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
	Existing Knowledge: What are examples of marketing do you see every day?			
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
	-<u>QOTD</u> handout -Expectations/procedures -Syllabus -Get to know you activity with stations (4 topics): 1. "What's Your Brand?" What is your favorite brand?, Why do you like it?, What brand could you never live without? 2. "What Makes You Buy?" What is something you	-First Journal Entry (on paper; provided for the week); akin to QOTD; Imagine you are 25 years old. What are you doing? -Review safety/expectations Intro to marketing -activating strategy question —> VIDEO: Stukent Semester 1 → 1 - What is Marketing? → What is Marketing, and Why Does it Matter? 1-1 Lesson Video	- Journal Entry (on paper; provided for the week); QOTD; Do you feel the logo fits the brand well? Why or why not? (Coco Chanel) Video/questions from Wednesday -Get to know you activity; The Adventure 4 Ps presentations 08.13.26 Snake Oil Assignment	- Journal Entry (on paper; provided for the week)-When I hear "Marketing," I think.... Video/questions from Wednesday 08.13.26 Snake Oil Assignment; Start Presentations on Monday (groups) -Get to know you activity; The Adventure 4 Ps finish presentations

	recently bought? Why did you want it? Where did you first hear about it? What influenced you to buy it? 3. "Social Media & Marketing" What social media platform do you use most? What is your favorite type of content to see? Have you ever bought something because you saw it online? 4. "You're the Marketer!" Imagine you have to market yourself! What is one thing you're really good at? What is one quality that makes you different? -Safety -The Adventure 4Ps ● PERSON – Who would you invite on an adventure? ● PLANE – Where would you fly together?	—> 1-1 Quick Review Questions		
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	• PLAYLIST – What song would be playing during the trip? • PHOTO – What memorable picture would you want to take together? Be ready to present! (on Wednesday); moved to Thursday due to class meetings/chromebook distribution			
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
		Thumbs up / down / middle on understanding the definition of marketing.		
Important Due Dates:				

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

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:
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Instructional Materials: •

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

Teacher's Name: Slaughter Course: Marketing Dates: August 17-21

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
F. MARKETING FUNDAMENTALS	F. MARKETING FUNDAMENTALS	F. MARKETING FUNDAMENTALS	F. MARKETING FUNDAMENTALS	F. MARKETING FUNDAMENTALS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
I will be able to understand marketing in the business world. (Standard F)	I will be able to understand marketing in the business world. (Standard F)	I will be able to understand marketing in the business world. (Standard F)	I will be able to understand marketing in the business world. (Standard F)	I will be able to understand marketing in the business world. (Standard F)
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
- Journal Entry (on paper; provided for the week); Think about a product, brand, or app you like. Why do you think people your age are drawn to it?	- Journal Entry (on paper; provided for the week); How do ads on social media differ from those on TV or in magazines? Do you find social media ads more persuasive? Why or why not?	- Journal Entry (on paper; provided for the week); What do you think makes an advertisement effective? Functions of marketing/4Ps	- Journal Entry (on paper; provided for the week); What areas of business do you think Marketing covers? What do you think the benefits of Marketing are?	- Journal Entry (on paper; provided for the week); Reflect on last year's Spirit Week! Imagine you are part of the school's marketing team. What could you add to make Spirit Week more fun and memorable, boosting excitement and

08.13.26 Snake Oil Assignment; Start Presentations on Monday (groups)	08.13.26 Snake Oil Assignment; Complete presentations Brand scavenger hunt/logo element as well Functions of marketing/4Ps assignment: New teen snack; functions of marketing (major)	assignment: New teen snack; functions of marketing (major)	Functions of marketing/4Ps assignment: New teen snack; functions of marketing (major)	participation? How would you market this week differently? Functions of marketing/4Ps assignment: New teen snack; functions of marketing (major)
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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: interactive game	☒ 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:



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

Teacher's Name: Slaughter Course: Marketing Dates: August 24-28

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
F. Marketing Fundamentals: 3. Analyze the significance of the 4P's of Marketing (product, price, place and promotion) F. Marketing Fundamentals: 4. Describe each of the marketing core functions, i.e., channel management, marketing information management, marketing planning, pricing, product service management, promotion, and selling.	F. Marketing Fundamentals: 3. Analyze the significance of the 4P's of Marketing (product, price, place and promotion) F. Marketing Fundamentals: 4. Describe each of the marketing core functions, i.e., channel management, marketing information management, marketing planning, pricing, product service management, promotion, and selling.	F. Marketing Fundamentals: 3. Analyze the significance of the 4P's of Marketing (product, price, place and promotion) F. Marketing Fundamentals: 4. Describe each of the marketing core functions, i.e., channel management, marketing information management, marketing planning, pricing, product service management, promotion, and selling.	F. Marketing Fundamentals: 3. Analyze the significance of the 4P's of Marketing (product, price, place and promotion) F. Marketing Fundamentals: 4. Describe each of the marketing core functions, i.e., channel management, marketing information management, marketing planning, pricing, product service management, promotion, and selling.	F. Marketing Fundamentals: 3. Analyze the significance of the 4P's of Marketing (product, price, place and promotion) F. Marketing Fundamentals: 4. Describe each of the marketing core functions, i.e., channel management, marketing information management, marketing planning, pricing, product service management, promotion, and selling.
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
I will be able to identify and differentiate between the Four P's of the Marketing Mix: Product, Price, Promotion & Place.	I will be able to identify and differentiate between the Four P's of the Marketing Mix: Product, Price, Promotion & Place.	I will be able to describe the eight marketing functions and understand how each applies to the marketing concept.	I will be able to describe the eight marketing functions and understand how each applies to the marketing concept.	I will be able to describe the eight marketing functions and understand how each applies to the marketing concept.
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
- Journal Entry (on paper; provided for the week); Do you have any public speaking fears? If so, what are they? If not, what advice would you give to	- Journal Entry (on paper; provided for the week); Why is the Marketing Mix important? How do the 4Ps of	- Journal Entry (on paper; provided for the week); Describe the Marketing Mix (4 Ps) for your favorite Headphones.	- Journal Entry (on paper; provided for the week); In your own words, explain what the eight functions of marketing are meant to do. Pick one function and give	- Journal Entry (on paper; provided for the week); A snowstorm is coming and you own a small business. What product would you promote on social media

someone who is afraid of public speaking? Functions of marketing/4Ps assignment: New teen snack; functions of marketing (major) due today	Marketing work together? Marketing Mix Assignment Vocabulary	8 Functions Assignment Vocabulary	a simple example of how a business might use it. PLUS Current event paper for 4 articles Vocabulary	and what would your post say? Vocabulary
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE

Important Due Dates:

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

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: interactive game	☐ 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.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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-gallery walk ☐ Debates ☐ Role Plays or Simulations ☐ Other: interactive game	☐ 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.

Teacher's Name: Slaughter Course: Marketing Dates: September 7-11

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
Holiday				
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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	☐ Cooperative Work ☒ Partner Work ☐ Manipulatives ☒ Movement ☐ Debates	☒ Written Response ☐ Illustrated Response ☒ Oral Response ☐ Model Creation ☐ Construction	☐ Nature of content & ethnicity and/or culture of students ☐ Other:	☒ Class Work ☒ Journals ☐ Group Discussion ☒ Individual Participation ☐ Quiz / Test

☐ Lab ☐ Lecture ☐ Other:	☐ Role Plays or Simulations ☐ Other: interactive game	☐ Other:	☐ Project ☐ Conference ☐ Essay ☐ Other:
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Instructional Materials: •

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

Teacher's Name: Slaughter Course: Marketing Dates: September 14-18

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE

Important Due Dates:

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

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: interactive game	☐ 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: •

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

Teacher's Name: Slaughter Course: Marketing Dates: September 21-25

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY

LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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: interactive game	☐ 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.

Teacher's Name: Slaughter Course: Marketing Dates: September 28-October 2

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
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STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE

Important Due Dates:

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

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: interactive game	☐ 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.

Teacher's Name: Slaughter Course: Marketing Dates: October 5-October 9

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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	☐ Cooperative Work ☐ Partner Work ☐ Manipulatives ☐ Movement ☐ Debates ☐ Role Plays or Simulations ☐ Other: interactive game	☐ 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

☐ Other:				☐ Essay ☐ Other:
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Instructional Materials: •

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

Teacher's Name: Slaughter Course: Marketing Dates: October 12-16

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE

Important Due Dates:

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

REPRESENTATION options for presenting content	ENGAGEMENT options for engaging student interest	EXPRESSION options for students to demonstrate learning	CULTURAL CONSIDERATIONS	ASSESSMENTS
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☐ Artifacts ☐ Pictures ☐ Graphic Organizers ☐ Video Clips ☐ Audio Recordings ☐ Lab ☐ Lecture ☐ Other:	☐ Cooperative Work ☐ Partner Work ☐ Manipulatives ☐ Movement ☐ Debates ☐ Role Plays or Simulations ☐ Other: interactive game	☐ 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:
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Instructional Materials: •

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

Teacher's Name: Slaughter Course: Marketing Dates: October 19-23

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE

Important Due Dates:				

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

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: interactive game	☐ 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: •

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

Teacher's Name: Slaughter Course: Marketing Dates: October 26-30

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES

CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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: interactive game	☐ 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.

Teacher's Name: Slaughter Course: Marketing Dates: November 2-6

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET

ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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: interactive game	☐ 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.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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: interactive game	☐ 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.

Teacher's Name: Slaughter Course: Marketing Dates: November 16-20

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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	☐ Cooperative Work ☒ Partner Work ☐ Manipulatives ☒ Movement	☒ Written Response ☐ Illustrated Response ☒ Oral Response ☐ Model Creation	☐ Nature of content & ethnicity and/or culture of students ☐ Other:	☒ Class Work ☐ Journals ☐ Group Discussion ☒ Individual Participation

☐ Audio Recordings ☐ Lab ☐ Lecture ☐ Other:	☐ Debates ☐ Role Plays or Simulations ☐ Other: interactive game	☐ Construction ☐ Other:	☐ Quiz / Test ☐ Project ☐ Conference ☐ Essay ☐ Other:
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Instructional Materials: •

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

Teacher's Name: Slaughter Course: Marketing Dates: November 23-27 (Thanksgiving holiday Wed-Fri)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
F. SOCIAL MEDIA IN THE BUSINESS WORLD	F. SOCIAL MEDIA IN THE BUSINESS WORLD	Holiday	Holiday	Holiday
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE

Important Due Dates:				

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

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: interactive game	☐ 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.

Teacher's Name: Slaughter Course: Marketing Dates: November 30-December 4

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY

LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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: interactive game	☐ 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.

Teacher's Name: Slaughter Course: Marketing Dates: December 7-11

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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: interactive game	☒ 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.

Teacher's Name: Slaughter Course: Marketing Dates: December 14-18 (18th is a half day)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
Important Due Dates:				

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

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	☐ Cooperative Work ☒ Partner Work ☐ Manipulatives	☒ Written Response ☐ Illustrated Response ☒ Oral Response	☐ Nature of content & ethnicity and/or culture of students	☒ Class Work ☐ Journals ☐ Group Discussion

☐ Video Clips ☐ Audio Recordings ☐ Lab ☐ Lecture ☐ Other:	☐ Movement ☐ Debates ☐ Role Plays or Simulations ☐ Other: interactive game	☐ Model Creation ☐ Construction ☐ Other:	☐ Other:	☐ Individual Participation ☐ Quiz / Test ☐ Project ☐ Conference ☐ Essay ☐ Other:
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Instructional Materials: •

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