

RRGSD Remote Instruction Learning Plan**Dates: 10/26-10/30**

Statement of Goals and Objectives: <i>(Learning Targets in Student & Parent-Friendly Language)</i>	<ul style="list-style-type: none"> • What are the various components of a promotional mix? • Why is it important to utilize the most appropriate components of advertising to communicate with a targeted audience? • How can a marketer create interest in a product/business/idea? Why is this important? • How does developing content for use in marketing communications to create interest in products/businesses/ideas impact the economy?
Topic(s)/Concept & NC Standard Course of Study: <i>Topic(s)/Concept and the correlating content standards addressed)</i>	<ul style="list-style-type: none"> • (3.03) Understand the use of an advertisement's components to communicate with targeted audiences • (3.07) Develop content for use in marketing communications to create interest in product/business/idea
Social-Emotional Focus	<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 10/26	Promotion Project 10/29 Calculation Cost of Promotion (during live session) Survey (Extra Credit) 10/27	10-11am 1st Block 1-2pm 2nd Block
Tuesday 10/27	Promotion Project 10/29 Discussion Question: Cost of Promotion 10/27	
Wednesday 10/28	Razzle Dazzle Post-test Promotion Project 10/29	Tutorials available all day (sign up via google doc) Make-Up Test 1pm
Thursday 10/29	Unit 3 Test Review (during live session) Promotion Project DUE Discussion Question: Test Preparation	10-11am 2nd Block 1-2pm 1st Block
Friday 10/30	Unit 3 Test (schoolnet)	

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 mastered the content 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