

RRGSD Remote Instruction Learning Plan

Dates: 9/21 - 9/25

Statement of Goals and Objectives: <i>(Learning Targets in Student & Parent-Friendly Language)</i>	<ul style="list-style-type: none"> • What is data collection? • What are some methods of data collection? • Why is it important to use an appropriate method of data collection for the research problem/issue? • How is MIM used to create a marketing mix? • What impact does MIM have on the economy? • What is secondary marketing data? • How can secondary data be used in decision making? • What are some possible problems with using secondary data? • Explain data collection methods in MIM? • Explain why it is important to use an appropriate method in the MIM research? • How is MIM used in developing a marketing plan in the sports and entertainment industry? • How does society influence MIM? • Why is MIM important to 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"> • 2.03 Acquire foundational knowledge of marketing-information management to understand its nature and scope • 2.04 & 2.06 Understand data-collection methods to evaluate their appropriateness for the research problem/issue. • 2.05 Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making
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>

Teacher Name: J. Garner

Subject: Sports & Entertainment Marketing 1

Daily Agenda: Including assignments and due dates

Date:	Virtual/Remote	Check-In Times for Virtual:
Monday 9/21	Review Census Activity (during live session) Discuss SEM MIM Survey Project (during live session) Qualitative/Quantitative Data Activity (during live session)	10-11 1st Block 1-2 2nd Block
Tuesday 9/22	SEM MIM Survey Project 9/24 Unit 2 Vocabulary Quiz 9/22	
Wednesday 9/23	SEM MIM Survey Project 9/24 Discussion Question: Data in S&E Marketing (Extra Credit)	Tutorials available all day (sign up via google doc)
Thursday 9/24	SEM MIM Survey Project DUE (discuss/present during live session) Test Review (during live session)	10-11 2nd Block 1-2 1st Block
Friday 9/25	Unit 2 TEST (schoolnet) 9/24	

Assessment:

How will I be assessing my students throughout this week?

Formative Assessment(s)	Discussion Questions, Vocabulary Quizzes, Data Tracking
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