

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

Teacher's Name: Mathis

Course: Marketing

Dates: 10/14-10/17

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
	Explain the role of promotion as a marketing function.	Explain the role of promotion as a marketing function.	Critique the various types of promotion.	Distinguish between public relations and publicity.
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
	I can explain the role of promotion as a marketing function by identifying and analyzing different types of promotion used by businesses.	I can explain the role of promotion as a marketing function by identifying and analyzing different types of promotion used by businesses.	I can critique different types of promotion by participating in a team debate that compares how each type affects customers and businesses.	I can explain the difference between public relations and publicity by analyzing examples and participating in a class competition.
ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY	ACTIVATING STRATEGY
	Think of a company or brand you like. What's one way that the company promotes its products or image? (e.g., commercials, social media, coupons, sponsorships, etc.)	A company has a great product, but customers don't know it exists. What could the company do to get attention? Students respond in writing, then discuss.	Coupons, celebrity endorsement, social media post, press release, charity partnership, sales contest, TV commercial, influencer shoutout. Students must match each example to its type of promotion	Three short examples on the board. 1. A company holds a charity event to raise money for cancer research. 2. A celebrity's scandal goes viral on social media. 3. A business issues a press release about a new community partnership. Which examples represent <i>public relations</i> and which

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				represent <i>publicity</i>? Why?
LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES	LESSON ACTIVITIES
	Direct Instruction / Mini Lesson Promotion Sorting Challenge Create Your Own Promotion	Review & Vocabulary Game Build a Promotional Campaign Compare the Competition	Debate Preparation Debate Session Wrap-up	PR vs. Publicity Breakdown Spotlight or Spin? PR or Publicity Showdown!
CLOSURE	CLOSURE	CLOSURE	CLOSURE	CLOSURE
	Which form of promotion do you think has the biggest impact on consumers and why? Collecting for participation credit.	Three short scenarios are on the board: “A new phone company wants to attract customers from Apple and Samsung.” “A luxury brand sets high prices to make large profits.” “A fast-food chain lowers prices to gain more customers.”	After hearing all the arguments, which type of promotion do YOU think is most powerful and why?	Which was harder to identify — PR or publicity? Why? How might companies use both effectively?

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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:

Instructional Materials:

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