

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

Teacher's Name: Mathis

Course: Marketing

Dates: 8/24-8/29

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
STANDARDS	STANDARDS	STANDARDS	STANDARDS	STANDARDS
Identify goals for pricing: profit, market share, and competition	Explain the factors that affect pricing decisions, i.e., supply and demand, perceived value, cost, and expenses (profit margin, competition)	H.5. Analyze various pricing strategies used to attract customers (odd/even pricing, loss leaders, prestige pricing, everyday low price, price bundling). H.6. Calculate discounts and allowances that can be used to adjust base prices.	H.7 Determine product costs  H.8 Calculate break-even point	PRICE PLANNING AND STRATEGIES H1., H.2, H.5, H.6, H.7, H.8
LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET	LEARNING TARGET
I can identify the three main goals for pricing (profit, market share, and competition) by analyzing examples and applying them to real-world businesses.	<i>I can</i> explain the factors that influence pricing decisions <i>by</i> analyzing real-world examples, collaborating with peers, and creating a pricing strategy.	I can analyze different pricing strategies by identifying real-world examples and their effect on customers." "I can calculate discounts and allowances by solving practice problems accurately..	I can determine product costs and calculate the break-even point by analyzing cost structures and applying the break-even formula.	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 about the last product you bought (clothing, food, tech, etc.). Why do you think the company priced it that	Imagine your favorite brand just released a brand-new product (shoes, phone, snack, or clothing). What price do you think they would set it at? Write	Look up one real example of a pricing strategy (odd/even pricing, loss leader, prestige pricing, everyday low price, or	You want to start a food truck. List at least three types of costs you would need to consider (materials, equipment, labor, etc.). Which of these	Knowledge Matters Setup

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way? Write down whether you believe their main goal was profit, market share, or competition—and explain why in 2-3 sentences.	down the exact price and list two reasons why you think they'd choose that price (supply & demand, competition, perceived value, or cost/expenses).	bundling). a sticky note or notebook, write: Company/Product Pricing strategy it shows Why the company might use this strategy	costs do you think would impact your pricing the most? Why??	
<b>LESSON ACTIVITIES</b>	<b>LESSON ACTIVITIES</b>	<b>LESSON ACTIVITIES</b>	<b>LESSON ACTIVITIES</b>	<b>LESSON ACTIVITIES</b>
<p><b>Direct Instruction &amp; Discussion</b> (Profit Goal, Market Share, and Competition Goal)</p> <p><u>Pricing Scenario Investigation</u></p> <p><u>Shark Tank: Price Strategy Challenge</u></p> <p><u>Knowledge Matters</u> (Raising Money &amp; Financials - Savings and Bank Loans)</p>	<p><b>Direct Instruction / Mini-Lesson</b> (Supply &amp; Demand, Perceived Value, Cost &amp; Expenses, Profit Margin, Competition)</p> <p>Pricing Case Study – “The Coffee Shop Dilemma”</p> <p>Pricing Debate – “Luxury vs. Budget”</p> <p>“You’re the Marketer” Pricing Challenge</p>	<p>Pricing Strategy Gallery Walk</p> <p>Discount &amp; Allowance Calculation Practice</p> <p>Mini Case Study – “The Store Manager Challenge”</p> <p>Knowledge Matters</p>	<p>Vocabulary</p> <p>Cost Sorting Challenge</p> <p>Break-Even Formula Walkthrough</p> <p>Shark Tank Mini-Simulation</p>	<p>Knowledge Matters</p> <p>(Who wants to be a Millionaire)</p> <p>Test</p> <p>Portfolio Update</p>
<b>CLOSURE</b>	<b>CLOSURE</b>	<b>CLOSURE</b>	<b>CLOSURE</b>	<b>CLOSURE</b>
I can identify _____ as a pricing goal by _____.	Which factor do you think has the biggest influence on pricing decisions in most industries, and why?	Which pricing strategy do you think is most effective in today’s market? Why? Also, show one solved discount or allowance problem	Each student shares one thing they learned today about costs or break-even points and one question they still have	Update Portfolio
Important Due Dates:				

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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
<input type="checkbox"/> Artifacts <input type="checkbox"/> Pictures <input type="checkbox"/> Graphic Organizers <input type="checkbox"/> Video Clips <input type="checkbox"/> Audio Recordings <input type="checkbox"/> Lab <input type="checkbox"/> Lecture <input type="checkbox"/> Other:	<input type="checkbox"/> Cooperative Work <input type="checkbox"/> Partner Work <input type="checkbox"/> Manipulatives <input type="checkbox"/> Movement <input type="checkbox"/> Debates <input type="checkbox"/> Role Plays or Simulations <input type="checkbox"/> Other:	<input type="checkbox"/> Written Response <input type="checkbox"/> Illustrated Response <input type="checkbox"/> Oral Response <input type="checkbox"/> Model Creation <input type="checkbox"/> Construction <input type="checkbox"/> Other:	<input type="checkbox"/> Nature of content & ethnicity and/or culture of students <input type="checkbox"/> Other:	<input type="checkbox"/> Class Work <input type="checkbox"/> Journals <input type="checkbox"/> Group Discussion <input type="checkbox"/> Individual Participation <input type="checkbox"/> Quiz / Test <input type="checkbox"/> Project <input type="checkbox"/> Conference <input type="checkbox"/> Essay <input type="checkbox"/> Other:

Instructional Materials:

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