

RRGSD Remote Instruction Learning Plan**Dates: 10/5-10/9**

Statement of Goals and Objectives: <i>(Learning Targets in Student & Parent-Friendly Language)</i>	<ul style="list-style-type: none"> • What are some examples of promotional channels used to communicate with targeted audiences? • How does using the most appropriate promotional channels increase profits? • 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?
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"> • Understand promotional channels used to communicate with targeted audiences. • Understand the use of an advertisement's components to communicate with targeted audiences.
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 10/5	Review Market Segments (during live session) 3.02 PPT (during live session)	10-11am 1st Block 1-2pm 2nd Block
Tuesday 10/6	"Ad-quipping" LAP and Learning Guide	
Wednesday 10/7	Media Match Up Activity Discussion Question 10/7: advertising	Tutorials available all day (sign up via google doc)
Thursday 10/8	3.03 PPT (during live session) Jeopardy (during live session)	10-11am 2nd Block 1-2pm 1st Block
Friday 10/9	"Razzle Dazzle" LAP and total recall questions "What's the Objective" WS	

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