Grade: 4	**Unit Overview:**
Unit Title: Mythological Marketing	Students will determine and compare the theme of texts using Greek myths. Students will research details about Greek mythology and explain the connections to literature. Students will create a narrative about a character from Greek mythology incorporating theme. The final product will be creating a logo and slogan using a mythological character as the face of a company.
Length of Unit: 120-130 min/day	
30 days (plus 5 days buffer)	

Text Set:	**Performance Task 1: (8 days)**	**Performance Task 2: (7 days)**	**ELA CCSS for this Unit:**
Resource: Greek Mythology: Stories and Activities aligned with the CCSS by Nicole Shelby Other Books: Percy Jackson and Olympians: The Lightning Thief by Rick Riordan	Students will read the myths of common characters in Greek mythology, ex., Hercules, and Midas and other Greek myths. Students will focus on the theme, character traits, setting, and key details. The students will create Greek Myth Character trading cards showing knowledge of story, theme and character traits.	Students will choose a Greek mythological character to write a narrative which includes a theme and a quest. Students can use the trading cards as a resource. The students incorporate the traits and powers of their mythological character into their story. Students will focus on correct relative pronoun usage as per standard.	RL.4.2: Determine a theme of a story, drama, or poem from details in the text; summarize the text. RL4.9: Compare and contrast the treatment of similar themes and topics (e.g., opposition of good and evil) and patterns of events (e.g., the quest) in stories, myths, and traditional literature from different cultures. RI.4.1: Refer to details and examples in a text when explaining what the text says explicitly and when drawing inferences from the text RI.4.3: Explain events, procedures, ideas, or concepts in a historical, scientific, or technical text, including what happened and why, based on specific information in the text. RI.4.9: Integrate information from two texts on the same topic in order to write or speak about the subject knowledgeably. W.4.1: Write opinion pieces on topics or texts, supporting a point of view with reasons and information. W.4.2: Write informative/explanatory texts to examine a topic and convey ideas and information clearly. W.4.3: Write narratives to develop real or imagined experiences or events using effective technique, descriptive details, and clear event sequences. SL.4.2: Paraphrase portions of a text read aloud or information presented in diverse media & formats, including visually, quantitatively, & orally. SL.4.4: Report on a topic or text, tell a story, or recount an experience in an organized manner, using appropriate facts and relevant, descriptive details to support main ideas or themes; speak clearly at an understandable pace. *Supporting Standards are intricately woven through each of the performance tasks of the unit. Refer to UPO for supporting standards that
Content/Domain Specific Vocabulary: Theme Narrative Allude Pronoun Marketing Plan Traits Slogan Vanity Logo Relative Pronouns Advertisement Relative Adjectives Company Campaign Trading card Quest Mythology	**Performance Task 3: (3 days)** Students will read and discuss additional myths, fables and folktales from various cultures. The students will look for similarities in theme and story details within texts. Students will then look for commonalities within the Greek myths read in task 1. Students will summarize their findings in a constructive response.	**Performance Task 4: (7 days)** Students will be placed in advertising agency groups to find a "face" of their marketing campaign for the given company they are working for. The company's background and details will be given to the advertisement groups. They will discuss and debate what character would match the company's image. The students will write an opinion paragraph about why they chose the character for the campaign.	
Academic Cross-Curricular Words: Summarize Opinion piece Explicit Details Formal speech		**Performance Task 5: (4 days)** Students create a marketing plan for the company. They will create a slogan and a logo for their company around the Greek character chosen in task 4. Students will prepare their presentation in a creative way trying to sell their ideas to the company.	
	Culminating Activity: (1 day) You are working for an advertising agency and have been asked to create a new marketing campaign rebranding the image and logo for a company. You will pitch your campaign to company executives in hope they select your ideas. Your presentation must include a visual advertisement to showcase your work. The company will give the ad company a million dollars to roll out the selected campaign.		

Essential Questions:	**Corresponding Big Ideas:**
RL 4.2- How does the identification of the theme add to comprehension?	RL 4.2-Readers identify theme by reading closely in order to further their understanding of the text.
RL 4.9- Why is it important for readers to make connections while reading.	RL 4.9- Good Readers analyze multiple texts in order to make connections about similar themes to enrich understanding.
RI 4.1- How do readers comprehend informational reading and refer to details in the text to demonstrate understanding?	RI 4.1- Good readers use evidence from the text, as well as their own prior knowledge, to draw inferences, conclusions, and generalizations about the text.
RI 4.3 – How do strategic readers explain informational text?	RI 4.3 – Readers use specific information from a text to build subject knowledge.
RI 4.9 – Why does one organize ad synthesize information from various sources?	RI 4.9 – Readers organize and synthesize information from various sources to deepen the understanding of a topic and be able to communicate the information effectively.
W4.1- How do I write an effective opinion piece of writing?	W4.1- Writers need to state an opinion supported by reasons and evidence.
W.4.2 - How do good writers convey information clearly?	W.4.2 - Good writers convey information by writing a well-organized essay with an introduction, a body, and a conclusion.
W.4.3- What makes a good narrative?	W.4.3-A good narrative has a sequence of events and descriptive details.
SL.4.2- Why is it important to paraphrase a text or presentation?	SL.4.2 - Paraphrasing is essential for strong, academic communication.
SL.4.4 - How do I give an effective oral report?	SL.4.4 - Speakers should prepare information in an organized manner and speak clearly with understandable pace.