

Glynn County Daily Lesson Plan for MS HS Instruction

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Please see your class in Google Classroom for ALL resources!

Course/Subject: Foundations of Business Management

Date of Instruction: 10/14 (A) & 10/15 (B)

<p>Opening (I Do) An engaging process for lesson introduction that is specifically planned to encourage equitable and purposeful student participation. Describe the instructional process that will be used to introduce the lesson. TKES 1, 2, 3, 4, 5, 8, 10</p>	<p>Standard/s: MS-BMF-FBM -6 Determine how to identify, reach, and retain customers in a specific target market using a marketing plan.</p>
<p>Learning Target: I can manage and operate a business.</p>	<p>Success Criteria:</p> <ol style="list-style-type: none"> 1. I will create a logo for a business. 2. I will create a slogan for a business. 3. I will create a business card for a business. 4. I will write a short elevator pitch for a business. 5. I will create an idea for a business and identify partners, resources, etc.
<p>Introduction/Connection: After students have completed their ten-minute typing warmup... they will open this link and play the flashcard game. Click on the link, click on start study session, and work in the window that opens. Match the logo with its slogan.</p>	<p>DIRECT INSTRUCTION:</p> <ol style="list-style-type: none"> 1. I will go over the two articles that introduce the concept of logos and the many types of logos and that introduce the hottest trends in logos. 2. I will show Slides with logos and slogans. Logos Slogans 3. I will share the psychology behind why certain colors are used in advertising and when created logos. Colors 4. I will have the students run through these Kahoots to test their knowledge of common logos. Kahoot 1 Kahoot 2 Kahoot 3
<p>Work Period (We Do, You Do) Students learning by doing/demonstrating learning expectations. Describe the instructional process that will be used to engage the students in the work period. TKES 1, 2, 3, 4, 5, 7, 8,10</p>	<p>GUIDED PRACTICE:</p> <ol style="list-style-type: none"> 1. We will look at various logos and slogans and decide what business each is associated with. 2. Students will gather ideas for their own business logo and slogan. 3. We will discuss how color affects the marketing of products.
	<p>INDEPENDENT/COLLABORATIVE PRACTICE/DIFFERENTIATION:</p>

<p>Closing (We Check) Describe the instructional process that will be used to close the lesson and check for student understanding . TKES : 1,2,3, 4,5,6,7,8</p>	<p>SUMMARIZE/CHECK FOR UNDERSTANDING:</p> <p>Answer the question for today.</p>
<p>Assignment(s)</p>	<p>Review your syllabus with your parent (if you haven't already). Have them sign it and you sign it (digitally - by choosing yes both times).</p>