

<b>Course Title: Principles of Business, Marketing, and Finance</b>	<b>Teacher: Velez, Alberto</b>
<b>Theme: Marketing Concepts</b>	<b>Dates: 03/30/2020 – 04/03/2020</b>

## PECHS Weekly Lesson Plan

	<b>3/30/2020</b>	<b>3/31/2020</b>	<b>4/1/2020</b>	<b>4/2/2020</b>	<b>4/3/2020</b>
	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
<b>TEKS:</b>	<i>7.A; 11.C-D; 12.A-E; 13.A-E</i>	<i>7.A; 11.C-D; 12.A-E; 13.A-E</i>	<i>7.A; 11.C-D; 12.A-E; 13.A-E</i>	<i>7.A; 11.C-D; 12.A-E; 13.A-E</i>	<i>7.A; 11.C-D; 12.A-E; 13.A-E</i>
<b>Objectives:</b>	<p><i>Students will be able to:</i></p> <ol style="list-style-type: none"> <li>To define marketing concepts and explore how the marketing concepts relate to job-seeking and career planning processes.</li> <li>To explain the importance of target markets and the advantages and disadvantages of market segmentation and mass marketing.</li> <li>To differentiate among the types of segmentation, such as geographic, demographic, psychographic and behavioral.</li> <li>To explore the meaning of “marketing mix” and how the mix contributes to successful marketing strategies.</li> </ol>	<p><i>Students will be able to:</i></p> <ol style="list-style-type: none"> <li>To define marketing concepts and explore how the marketing concepts relate to job-seeking and career planning processes.</li> <li>To explain the importance of target markets and the advantages and disadvantages of market segmentation and mass marketing.</li> <li>To differentiate among the types of segmentation, such as geographic, demographic, psychographic and behavioral.</li> <li>To explore the meaning of “marketing mix” and how the mix contributes to successful marketing strategies.</li> </ol>	<p><i>Students will be able to:</i></p> <ol style="list-style-type: none"> <li>To define marketing concepts and explore how the marketing concepts relate to job-seeking and career planning processes.</li> <li>To explain the importance of target markets and the advantages and disadvantages of market segmentation and mass marketing.</li> <li>To differentiate among the types of segmentation, such as geographic, demographic, psychographic and behavioral.</li> <li>To explore the meaning of “marketing mix” and how the mix contributes to successful marketing strategies.</li> </ol>	<p><i>Students will be able to:</i></p> <ol style="list-style-type: none"> <li>To define marketing concepts and explore how the marketing concepts relate to job-seeking and career planning processes.</li> <li>To explain the importance of target markets and the advantages and disadvantages of market segmentation and mass marketing.</li> <li>To differentiate among the types of segmentation, such as geographic, demographic, psychographic and behavioral.</li> <li>To explore the meaning of “marketing mix” and how the mix contributes to successful marketing strategies.</li> </ol>	<p><i>Students will be able to:</i></p> <ol style="list-style-type: none"> <li>To define marketing concepts and explore how the marketing concepts relate to job-seeking and career planning processes.</li> <li>To explain the importance of target markets and the advantages and disadvantages of market segmentation and mass marketing.</li> <li>To differentiate among the types of segmentation, such as geographic, demographic, psychographic and behavioral.</li> <li>To explore the meaning of “marketing mix” and how the mix contributes to successful marketing strategies.</li> </ol>
<b>Learning Activities:</b>	iCEV Interactive Notes: <ul style="list-style-type: none"> <li>The Marketing Concepts</li> <li>Segmentation</li> <li>Marketing Mix</li> <li>Trends in Marketing &amp; Advertising</li> <li>Vocabulary</li> </ul>	iCEV Interactive Notes: <ul style="list-style-type: none"> <li>The Marketing Concepts</li> <li>Segmentation</li> <li>Marketing Mix</li> <li>Trends in Marketing &amp; Advertising</li> <li>Vocabulary</li> </ul>	iCEV Interactive Notes: <ul style="list-style-type: none"> <li>The Marketing Concepts</li> <li>Segmentation</li> <li>Marketing Mix</li> <li>Trends in Marketing &amp; Advertising</li> <li>Vocabulary</li> </ul>	iCEV Interactive Notes: <ul style="list-style-type: none"> <li>The Marketing Concepts</li> <li>Segmentation</li> <li>Marketing Mix</li> <li>Trends in Marketing &amp; Advertising</li> <li>Vocabulary</li> </ul>	iCEV Interactive Notes: <ul style="list-style-type: none"> <li>The Marketing Concepts</li> <li>Segmentation</li> <li>Marketing Mix</li> <li>Trends in Marketing &amp; Advertising</li> <li>Vocabulary</li> </ul>
<b>Resources:</b>	<a href="http://www.iCEVonline.com">www.iCEVonline.com</a> <a href="https://classroom.google.com">classroom.google.com</a> <a href="http://www.mrvelez.com">www.mrvelez.com</a>	<a href="http://www.iCEVonline.com">www.iCEVonline.com</a> <a href="https://classroom.google.com">classroom.google.com</a> <a href="http://www.mrvelez.com">www.mrvelez.com</a>	<a href="http://www.iCEVonline.com">www.iCEVonline.com</a> <a href="https://classroom.google.com">classroom.google.com</a> <a href="http://www.mrvelez.com">www.mrvelez.com</a>	<a href="http://www.iCEVonline.com">www.iCEVonline.com</a> <a href="https://classroom.google.com">classroom.google.com</a> <a href="http://www.mrvelez.com">www.mrvelez.com</a>	<a href="http://www.iCEVonline.com">www.iCEVonline.com</a> <a href="https://classroom.google.com">classroom.google.com</a> <a href="http://www.mrvelez.com">www.mrvelez.com</a>
<b>Deliverable/ Assessment:</b>	iCEV Unit Assessments Google Classroom Assessments	iCEV Unit Assessments Google Classroom Assessments	iCEV Unit Assessments Google Classroom Assessments	iCEV Unit Assessments Google Classroom Assessments	iCEV Unit Assessments Google Classroom Assessments