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| **TEXAS CTE LESSON PLAN**[www.txcte.org](http://www.txcte.org) |
| **Lesson Identification and TEKS Addressed** |
| **Career Cluster** | Career Development |
| **Course Name** | Investigating Careers |
| **Lesson/Unit Title** | Investigating Careers – Marketing Strategy |
| **TEKS Student Expectations** | **127.2. Investigating Careers** (4) The student investigates labor market information.  (A) The student is expected to analyze national, state, regional, and local labor market information (B) classify evidence of high-skill, high-wage, or high-demand occupations based on analysis of labor market information(C) analyze the effects of changing employment trends, societal needs, and economic conditions on career planning |
| **Basic Direct Teach Lesson**(Includes Special Education Modifications/Accommodations and one English Language Proficiency Standards (ELPS) Strategy) |
| **Instructional Objectives** |

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| Identify and explore career opportunities within the Marketing pathway |
| * Brand Manager
* Desktop Publishing
* Graphic Designer
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| **Rationale** | Students should have multiple opportunities to explore careers and research employment opportunities and skills needed in the workforce. |
| **Duration of Lesson** | One 45-minute class period |
| **Word Wall/Key Vocabulary***(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* |  |
| **Materials/Specialized Equipment Needed** | * Computer with internet
* Handout: Marketing Strategy
* Balloon Race Game, balloons, cut up questions for two teams
 |
| **Anticipatory Set**(May include pre-assessment for prior knowledge) | Ask students which TV or radio commercials are their favorites and why? |
| **Direct Instruction \*** |

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| * Ask students to explain how social media has impacted the way
 |
| companies sell and market products and services. |
| * Discuss strategies behind Toyota moving its operation to

Plano, TX. |

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| **Guided Practice \*** | Students briefly look at the following websites:* <https://www.census.gov/>
* <https://www.onetonline.org/>
* <http://www.bls.org/>
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| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Allow students to research two similar companies and study their brands, target market and distribution strategies. |
| **Lesson Closure** |

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| * Answer any follow-up questions that students may have.
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| * Discuss upcoming career module experiences and expectations.
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| **Summative / End of Lesson Assessment \*** |

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| * Verbal responses to questions.
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| * Student participation.
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| **References/Resources/****Teacher Preparation** |  |
| **Additional Required Components** |
| **English Language Proficiency Standards (ELPS) Strategies** | . |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** |
| **Reading Strategies** |  |
| **Quotes** |  |
| **Multimedia/Visual Strategy****Presentation Slides + One Additional Technology Connection** |  |
| **Graphic Organizers/Handout** | * Marketing Strategy
* Balloon Race Game
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| **Writing Strategies****Journal Entries + 1 Additional Writing Strategy** |  |
| **Communication****90 Second Speech Topics** |  |
| **Other Essential Lesson Components** |
| **Enrichment Activity**(e.g., homework assignment) |  |
| **Family/Community Connection** |  |
| **CTSO connection(s)** | Business Professionals of AmericaFuture Business Leaders of America |
| **Service Learning Projects** |  |
| **Lesson Notes** |  |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)