

Course Name/Number: Marketing
Grade Level: 10/11/12

Curriculum Map

Unit	Essential Questions	Standards & Skills	Common Assessments	Learning Activities	Resources/Technology	Unit Reflection
Name: CNN Student News Quarter: 3 Length (Days)	-Can I respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue?	CCSS: ELA-Literacy.SL.11-12.1d	Formative: Weekly Quizzes Summative: Multiple Choice Exam	-Watch CNN Student News on a daily basis -Discuss stories/topics covered in the newscast.	-Computers -Overhead projector	I often hear about how the students can be part of a conversation, etc. because they saw it on CNN Student News. I tell my students all the time that our job is also to make them productive humans outside of the classroom and watching things like CNN Student News makes them more of a well-rounded individual.
Name: Marketing Finds Quarter: 3 Length (Days):	Initiate and participate effectively in a range of collaborative discussions.	CCSS: SL.11-12.1	Formative: Discussion Summative:	- We find different Marketing/Consumer news stories and discuss. This is a weekly event.	-Computers, Overhead projector	
Name: Shark Tank Quarter: 3 Length (Days):	Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue	CCSS: SL.11-12.1c	Formative: Discussion Summative: Worksheet	Usually on Fridays after our student news quiz, we watch a segment of the ABC show Shark Tank. We stop at different parts of the segment and discuss the product being pitched, the terms that are presented to the Sharks, whether or not we are “in or out” for the investment.		
Name: Business Plan Quarter: 3 Length (Days):	Present information, findings, and supporting evidence conveying a clear and distinct perspective, such that listeners can	CCSS: SL.11-12.4	Formative: Summative: Create a Business Plan for a business you have created. This was done in a writing			

	follow the line of reasoning, alternative or opposing perspectives are addressed and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks.		format, as well as a presentation.			