

5E Lesson Plan

Teacher: Ayla Campbell

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Subject / grade level: Business Management

Materials:

- My Laptop
- A projector
- Google Slideshow- https://docs.google.com/presentation/d/1-57gCfLRCTIRBHiQsEG0EivFh7tv_9A1rPjwFA7uUfk/edit#slide=id.g22c7bd49f95_0_74

Missouri or National Standards:

- Evaluate the elements of the marketing mix
- Analyze the importance of marketing in a local, national, and global economy

Lesson objective(s):

- I can assess norms in different cultures.
- I can differentiate between the four types of market segmentation.
- I can compare how marketing strategies change for customers with different cultures.
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Differentiation strategies to meet diverse learner needs:

- Students with visual impairments will be moved to the front of the room, and they will be given a printed version of the slideshow.
- To accommodate students with hearing impairments, I will stand closer to them, talk louder, and print off the slideshow.
- Students who are nonverbal will not be graded on their oral participation in their group's presentation.

ENGAGEMENT

- Describe how the teacher will capture students' interest.
- What kind of questions should the students ask themselves after the engagement?

Anticipatory Set-

- I will place a picture of a cow on the board, and I will ask the students what they think we are going to be discussing.

EXPLORATION

- Describe what hands-on/minds-on activities students will be doing.
- List "big idea" conceptual questions the teacher will use to encourage and/or focus students' exploration

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After the anticipatory set, we will begin discussing how culture affects marketing. (Citizens in India worship cows, which affect the food they eat.)

EXPLANATION

- Student explanations should precede introduction of terms or explanations by the teacher. What questions or techniques will the teacher use to help students connect their exploration to the concept under examination?
- List higher order thinking questions which teachers will use to solicit *student* explanations and help them to justify their explanations.

During a break in the discussion, students will explain ways they have witnessed American culture affecting marketing strategies in the United States.

ELABORATION

- Describe how students will develop a more sophisticated understanding of the concept.
- What vocabulary will be introduced and how will it connect to students' observations?
- How is this knowledge applied in our daily lives?

The students will be split into groups. Within their groups, they will have to pick a country and research how the culture there affects marketing strategies. They should ask themselves questions like:

1. Do they have different holidays in this area?
2. Do they eat different types of food?
3. Do they wear different styles of clothes?
4. How do these differences affect marketing strategies?

EVALUATION

- How will students demonstrate that they have achieved the lesson objective?
- This should be embedded throughout the lesson as well as at the end of the lesson

The students will work with their teams to create a presentation over a chosen country. They will discuss how the culture in that region affects marketing strategies.