Title

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week Focus** |  | | **Grade Level** | **6-12** |
| **Title** |  | | **Duration** | **5 periods** |
| **Objective: *Students will be able to…*** | | **Assessment: *Students will demonstrate mastery of the objective by…*** | | |
|  | |  | | |
|  | |  | | |
|  | |  | | |
| **Materials** |  | | | |
| ***authentic and meaningful materials related to the learning objectives*** |
| **Day 1 - How Do You Find Your Target Audience?** | | | | |
| ***How will I go about teaching this lesson?***    ***What instructional methods and engaging activities will lead students to mastery of the learning objectives?*** | **Warm-Up (10 minutes)**  Ask: “Who do you think your podcast is for?”    Discuss:   * Age * Interests * Location * Listening habits * Podcast genres     **Mini-Lecture: Understanding Your Audience (10–15 minutes)**  Key Points:   * Define “target audience” and why it matters. * Demographics vs. psychographics. * How audience affects content, tone, and platform choice. * Tools: surveys, social media insights, podcast analytics.   Examples: Show podcast profiles and discuss who they’re targeting.    **Activity: Audience Profile Builder (20 minutes)**  Students create a profile for their ideal listener.    Include:   * Age range * Interests * Listening platforms * Podcast preferences * Use a worksheet to guide details.     **Hands-On Practice (10–15 minutes)**  Students interview a peer to refine their audience profile.    Focus on: Matching content ideas to listener needs.    **Exit Ticket**  “What’s one thing you learned about your podcast audience today?” | | | |
| **Day 2 - What Marketing Techniques Work to Gain Podcast Listeners?** | | | | |
| ***How will I go about teaching this lesson?***    ***What instructional methods and engaging activities will lead students to mastery of the learning objectives?*** | **Warm-Up (10 minutes)**  Ask: “How did you discover your favorite podcast?”    Discuss: Word of mouth, social media, ads, collaborations.    **Mini-Lecture:** Marketing Techniques (10–15 minutes)  Key Points:   * Social media promotion * Cross-promotion with other creators * SEO for podcast titles and descriptions * Email newsletters and teaser clips   Examples: Show successful podcast marketing campaigns    **Activity: Marketing Technique Match-Up (20 minutes)**  Students match techniques to different podcast types.    Focus on: Why certain strategies work better for specific audiences.    Use a worksheet with scenarios and strategy options.    **Hands-On Practice (10–15 minutes)**  Students draft a social media post promoting their podcast.    Focus on:   * Hook * Hashtags * Call to action     Peer review for clarity and appeal.    **Exit Ticket**  “What’s one marketing technique you want to try?” | | | |
| **Day 3 - What Is Marketing Planning?** | | | | |
| ***How will I go about teaching this lesson?***    ***What instructional methods and engaging activities will lead students to mastery of the learning objectives?*** | **Warm-Up (10 minutes)**  Ask: “What’s the difference between a goal and a plan?”    Discuss: Planning as a roadmap to reach goals.    **Mini-Lecture: Elements of a Marketing Plan (10–15 minutes)**  Key Points:     * Goals and objectives * Target audience * Messaging and branding * Channels and timeline * Budget and metrics * Examples: Show a sample podcast marketing plan.   **Activity: Plan Breakdown (20 minutes)**  Students analyze a sample plan and identify its components.    Focus on: How each part supports the podcast’s growth.    Use a worksheet to label and critique the plan.    **Hands-On Practice (10–15 minutes)**  Students outline their own marketing goals and audience.    Focus on: Clarity and alignment with podcast content.    **Exit Ticket**  “What’s one thing every marketing plan should include?” | | | |
| **Day 4 - How Do I Prepare a Marketing Plan?** | | | | |
| ***How will I go about teaching this lesson?***    ***What instructional methods and engaging activities will lead students to mastery of the learning objectives?*** | **Warm-Up (10 minutes)**  Ask: “What’s the first step in planning your podcast launch?”    Discuss: Setting goals and knowing your audience.    **Mini-Lecture: Building Your Plan (10–15 minutes)**  Key Points:   * Step-by-step guide to creating a podcast marketing plan. * Tools: Canva, Google Docs, Trello, Notion. * Importance of timelines and consistency.   Examples: Show templates and planning tools.    **Activity: Marketing Plan Draft (20 minutes)**  Students begin drafting their own plan.    Include:   * Goals * Audience * Promotion channels * Timeline * Use a guided worksheet or template.     **Hands-On Practice (10–15 minutes)**  Students share their draft with a peer for feedback.    Focus on: Clarity, feasibility, and creativity.    **Exit Ticket**  “What’s one challenge you expect when marketing your podcast?” | | | |
| **Day 5 - Student Presentations** | | | | |
| ***How will I go about teaching this lesson?***    ***What instructional methods and engaging activities will lead students to mastery of the learning objectives?*** | **Warm-Up (10 minutes)**  Ask: “What makes a presentation engaging?”    Discuss: Confidence, visuals, storytelling, and clarity.    **Mini-Lecture: Presentation Tips (10–15 minutes)**  Key Points:   * Structure: intro, body, conclusion. * Visual aids: slides, mock-ups, video clips. * Speaking tips: pacing, tone, eye contact. * Examples: Watch a short, effective presentation.     **Activity: Student Presentations (20 minutes)**  Students present their podcast marketing plans.    Focus on: Explaining strategy and audience connection.    Use a rubric for peer and teacher feedback.    **Hands-On Practice (10–15 minutes)**  Q&A session after each presentation.    Focus on: Constructive feedback and idea sharing.    **Exit Ticket**  “What’s one thing you learned from a classmate’s presentation?” | | | |
| **Reflection** | ***What did I learn about the students’ mastery of the learning objectives? What modifications, if any, will make the lesson more effective?*** | | | |
|  |  | | | |