Planned Course: Yearbook	**Course Number: E109AH**		**Department: English**
Unit: 01- History of the Yearbook and photojournalism	**Grade Level: 9-12**		
Estimated Time: 10 Days	**Level/Track: Elective**		**Date Approved: August 27, 2018**

PA Core Standards	Core Concepts (in question format) ● Skills/Knowledge	**Activities/Strategies/Study Skills (identify some activities as remedial or enrichment activities)**	**Assessments (include types and topics)**

1.4 Writing
CC.1.4.11–12.T
Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.
CC.1.4.11–12.U
Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments and information.
CC.1.4.11–12.V
Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the
	What are the basics of Entrepreneurship?
	
	How is the target audience identified?
	
	What are the best ways to effectively reach the target audience?
	
	What are the best advertising strategies?
	
	How is an effective flyer created?
	
	How does fundraising help the Yearbook and/or another cause (ie charity)?
		● Direct Instruction
		● Class Discussions
		● Group Activities
		● Mock scenarios
		  ○ Calling a business asking if they'd like to place an advertisement
		● Writing Advertisements
		● Creating Flyers
		  ○ Purchasing a Yearbook
		  ○ Yearbook Club Membership
		  ○ Important Dates
		● Calling businesses asking if they'd like to place an advertisement.
		● Creating Fundraising Campaigns to help a local charity or NHS organiztion.
			● Students will be required to create a flyer persuading students to join Yearbook Club.
			● Students will be required to call 5 businesses attempting to get these businesses to place ads in the 2018-2019 Yearbook.
			● Students will be required to make a flyer advertising the purchase of yearbooks.
			● Students will be required to make a flyer promoting placing Baby Picture Ads in the 2018-2019 Yearbook.
			Ad Project
			● Students will create 4 Fundraising activities for the year.
			  ○ One each marking period
			  ○ Students will come up with a charity or school related activity to raise money for.
			  ○ Students will call the business or meet with the school function.
			  ○ Students will create flyers

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subject, demonstrating understanding of the subject under investigation. CC.1.4.11–12.W Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the strengths and limitations of each source in terms of the task, purpose, and audience; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and overreliance on any one source and following a standard format for citation. CC.1.4.11–12.X Write routinely over extended time frames (time for research, reflection, and revision) and shorter time frames (a single sitting or a day or two) for a range of discipline-specific tasks, purposes, and audiences. **1.5 Speaking and Listening** CC.1.5.11–12.A		.	○ Students will promote the fundraiser using 　■ Schoology 　■ Flyers 　■ Announcements 　■ Etc.

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Initiate and participate effectively in a range of collaborative discussions on grade-level topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively. CC.1.5.11–12.C Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitative, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data. **1.5 Speaking and Listening** CC.1.5.9–10.A Initiate and participate effectively in a range of collaborative discussions on grade-level topics, texts, and issues, building on others' ideas and expressing their			

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PA Core Standards	**Core Concepts (in question format)** ● Skills/Knowledge	**Activities/Strategies/Study Skills (identify some activities as remedial or enrichment activities)**	**Assessments (include types and topics)**
own clearly and persuasively. CC.1.5.9–10.B Evaluate a speaker's perspective, reasoning, and use of evidence and rhetoric, identifying any fallacious reasoning or exaggerated or distorted evidence CC.1.5.9–10.D Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning; ensure that the presentation is appropriate to purpose, audience, and task. CC.1.5.9–10.E Adapt speech to a variety of contexts and tasks. CC.1.5.9–10.F Make strategic use of digital media in presentations to add interest and enhance understanding of			

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findings, reasoning, and evidence CC.1.5.9–10.G Demonstrate command of the conventions of standard English when speaking based on Grades 9–10 level and content.			