

PA Achievement Standard(s):

Standard - 15.3.12.V

Evaluate how mobile communication impacts businesses or organizations.

Standard - 15.3.12.W

Collaborate via electronic communication with peers, educators, and/or professionals to meet organizational goals.

Standard - 15.3.12.B

Analyze business documents for content and effectiveness.

Standard - 15.3.12.D

Evaluate business materials (including web based resources) for value related to purpose, quality, and appropriateness.

Link for the achievement standard: <http://www.pdesas.org/Standard/Views#114,115,116,117|14121|0|0>

Big Idea/Essential Questions: What are the various message formats? How is each one similar yet different? What are the parts of each?

Competencies: The student will be able to:

- Describe the seven standard parts of a letter.
- Describe the appropriate use of supplementary parts of a letter.
- Format business letters using the full block, modified block, and simplified styles.
- Address an envelope properly.
- Format memos and e-mail properly.
- Discuss the characteristics of appropriate stationery for letters, memos, and envelopes.

Learning Plan	
Suggested Activities/Strategies	Assessment Evidence:
Classroom presentation aligned to key performance indicators Lessons with executive insight and industry jargon aligned to specific instructional areas Industry lessons for career exploration Verbal discussions of content and real-world examples Critical thinking via forum discussions of case studies Cooperative learning activities Use of printed/online checklists and rubrics	Teacher observation of student work Lesson assessments Pre-lesson and post-lesson quizzes Self-reflection sheet Individual and group project