

<p>PA Achievement Standard(s): 15.9.12.I: Design a comprehensive promotion plan for a product or service. 15.9.12.J: Analyze data collection methods when entering into or expanding a market.</p>	
<p>Big Idea/Essential Questions: What are the types of advertising media used in marketing a product or service?</p>	
<p>Competencies: The students will be able to...</p> <ul style="list-style-type: none"> • Describe the types of advertising media used in marketing a product or service. • Differentiate between different types of advertising media. • Discuss the importance of advertising media • Evaluate effectiveness of advertising. 	
<p>Learning Plan</p>	
<p>Suggested Activities/Strategies</p>	<p>Assessment Evidence:</p>
<ul style="list-style-type: none"> • Textbook reading • Discussion • Lesson review questions • Workbook • Guided practice • Critical thinking • Group presentations 	<ul style="list-style-type: none"> • Teacher observation • Presentation • Chapter/unit test • Apprentice Response sheet • Shark Tank Written Reflection