

## ARC Week at Glance Journalism (Ms. West)

**Topic:** Spring Production

**Course:** Journalism

**Grade:** 9-12

**Dates:** March 17 - 21

Note: For lesson resources, handouts, etc., please see our Canvas Course.

	<b>Learning Target (I am learning about...)</b>	<b>Criteria for Success (I can...)</b>	<b>Activation/ Instruction</b>	<b>Collaboration/ Guided Practice</b>	<b>Independent Learning/ Assessment</b>
			<i>(Include at least one/two formatives*in any part of the lesson as needed)</i>		
<b>Monday</b>	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> <li>• Design a marketing pitch to sell our final yearbooks</li> <li>• Design a marketing poster</li> <li>• Design a marketing social media post</li> </ul> Design a marketing “video announcement”	10 minutes of tagging  Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcements Planned – Social Media Campaign Focus today	Bill Board Feedback  <b>Social Media Marketing Reflection</b>
<b>Tuesday</b>	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> <li>• Design a marketing pitch to sell our final yearbooks</li> <li>• Design a marketing poster</li> <li>• Design a marketing social media post</li> </ul> Design a marketing “video announcement”	10 minutes of tagging  Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcements Planned – Poster Campaign Focus today	Social Marketing Feedback

<b>Wednesday</b>	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> <li>• Design a marketing pitch to sell our final yearbooks</li> <li>• Design a marketing poster</li> <li>• Design a marketing social media post</li> </ul> Design a marketing “video announcement”	10 minutes of tagging  Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcements Planned – Commercial planning & scripts	Script Feedback
<b>Thursday</b>	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> <li>• Design a marketing pitch to sell our final yearbooks</li> <li>• Design a marketing poster</li> <li>• Design a marketing social media post</li> <li>• Design a marketing “video announcement”</li> </ul>	10 minutes of tagging  Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcements Planned – Commercial Scripts & Filming	Marketing Check Ins
<b>Friday</b>	I am designing a final marketing pitch to sell our remaining books	I can <ul style="list-style-type: none"> <li>• Design a marketing pitch to sell our final yearbooks</li> <li>• Design a marketing poster</li> <li>• Design a marketing social media post</li> <li>• Design a marketing “video announcement”</li> </ul>	10 minutes of tagging  Marketing Project Introduced & Teams Assigned	Marketing Pitch Work Period – Posters, Social Media Posts, Video Announcement – Commercials Filmed	Commercial Assessment Check

Literacy Tasks

Minor Assessment

Major Assessment