

CALE-JR-MM-OFFSITE LEARNING PACKET-DAY 1

20 POINTS

Instructor John Cale

Program/Class MM - Seniors

State Indicator/Competency:

5.9.1 Describe types of promotional channels used to communicate with targeted audiences (e.g., word-of-mouth, direct, advertising, social) and the use of public-relations activities and trade shows or expositions.

Instructional Objective(s):

This lesson focuses on publicity and promotion of a business

Materials:

Local newspaper (hard copy or online version)

Attached

Method of Instruction:

Discovery

Q&A

Activities:

Students will find a local article about a business in their own community and answer the following questions

Assessment:

STUDENTS WILL PLACE THE FOLLOWING ON EVERY WRITTEN ASSIGNMENT

- CALE-STUDENT NAME-"OFFSITE LEARNING PACKET
DAY # ___ 1,2,3,4 ETC

**ALL ASSIGNMENTS WILL BE GIVEN A DAILY # GRADE IN GRADEBOOK...
BEGINNING WITH DAY 1**

Locate a story in your local newspaper (you can use their website as well) about a business operating in your community. Based on the article answer the following questions:

1. What is the name of the business
2. Where does the business operate?
3. What is the good or service produced by the company?
4. What event caused the article?
5. Will this article create goodwill among consumers?
6. Did the company want this information released? Explain