

Careers in Action

Summer Teacher Internship/Lesson Plan Writing Project

This lesson has been endorsed by JC Cervantes, President, PANGEA Floor Coverings

Beatriz C. Solís	Spanish	Summer 2007
Teacher's Name	Course/Subject	Date(s)/Time

Content	Objective(s) TLW present a collage selling a product including an advertisement through a newspaper article with out grammatical errors. TLW be evaluated on their ability to persuade the audience into buying the product based on performance including: verbal skills, body language, tone of voice and creativity.	Career Concentration(s) <input type="checkbox"/> Agricultural Science <input checked="" type="checkbox"/> Art, Communications & Media <input checked="" type="checkbox"/> Business & Marketing <input type="checkbox"/> Health Science Technology <input checked="" type="checkbox"/> Human Dev., Management & Services <input type="checkbox"/> Industrial and Engineering <input type="checkbox"/> Personal and Protective Services
	TEKS Reference: 1(CEI) 2(BCDFI) 3(ACE) 4(ADF)	

Process	Focus/Anticipatory Set Show the students the classified of Newspaper Rumbo and discuss the different ways to sell a product including the important roll that a salesperson takes in the advertisement of a product	Bloom's Taxonomy in Lesson <input type="checkbox"/> Knowledge <input type="checkbox"/> Comprehension <input type="checkbox"/> Application <input type="checkbox"/> Analysis <input checked="" type="checkbox"/> Synthesis <input checked="" type="checkbox"/> Evaluation	Multiple Intelligences <input checked="" type="checkbox"/> Linguistic <input type="checkbox"/> Logical/Math <input type="checkbox"/> Musical <input type="checkbox"/> Spatial <input type="checkbox"/> Bodily-Kinesthetic <input checked="" type="checkbox"/> Intrapersonal <input checked="" type="checkbox"/> Interpersonal <input type="checkbox"/> Naturalist	SCANS																																																														
	Relevance/Connection to Workplace Great communication and writing skills, and a lot of creativity are important job skills. Especially in retail industry, the employee must develop these skills to interact with public.			<table border="1"> <tr> <td></td> <td>A</td> <td>B</td> <td>C</td> <td>D</td> <td>E</td> <td>F</td> </tr> <tr> <td>Foundation 1</td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>2</td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>3</td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Competencies 1</td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>2</td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>3</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>4</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>5</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table>		A	B	C	D	E	F	Foundation 1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Competencies 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Instructional Methodology (Activities) <input checked="" type="checkbox"/> Lecture <input checked="" type="checkbox"/> Teacher Modeling <input checked="" type="checkbox"/> Media Presentation <input type="checkbox"/> Small Group <input checked="" type="checkbox"/> Class/Group Discussion <input type="checkbox"/> Question/Answer <input checked="" type="checkbox"/> Guided Practice <input checked="" type="checkbox"/> Independent Practice	Instructional Material(s) Teacher made a collage as an example
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Detail(s) of Instructional Methodology (Activities) Teacher will model the students the way in creating and advertising a collage using an existing collage. The newspaper Rumbo and Latino magazines will be provided for each students. Learners work on their advertisement using existing materials and a guide rubric for grade. Students work on writing an article based on their product. Grade will be based on a proper vocabulary used, no grammatical errors and no missing accents. TSW have a 5 min. presentation for collage using excellent verbal skills, body language and creativity.	Materials/Resources "Rumbo" newspaper, computer, magazines, small card boards
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	Use of Technology computer, internet, Eiki projector
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Accommodations Accommodations made based on individual student specification; oral presentation, frequent feedback, positive reinforcement
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Assessment <input type="checkbox"/> Teacher Evaluation <input type="checkbox"/> Employer Evaluation <input type="checkbox"/> Test/Quiz <input type="checkbox"/> Peer/Self Evaluation <input checked="" type="checkbox"/> Written/Oral Presentation <input type="checkbox"/> Others; _____	Bloom's Taxonomy in Assessment <input type="checkbox"/> Knowledge <input type="checkbox"/> Comprehension <input type="checkbox"/> Application <input type="checkbox"/> Analysis <input checked="" type="checkbox"/> Synthesis <input type="checkbox"/> Evaluation
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Reteach Activity/Homework Students will give a written list of 5 different ways to advertise a product, explaining the ways it should be done.	Lesson Closure Mention 3 highlights of a salesperson and 3 ways to advertise a product.
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