

KENNEDYS ON-LINE LESSON PLANS WEEK OF MAY 17th

“If you look back too much you will soon be headed that way.”

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| <p>Monday, May 17 1st- Mkt. Applications 2nd - planning 3rd- E-Commerce 4th- O-J-T</p> | <p>1st block: Ch. 34 Risk Management (team project) Activity- 1-day activity- Complete Step 2 for Risk Mgt. Project. <ul style="list-style-type: none"> • Kennedy will check Vocab/ques. On pg. 733 3rd block: Begin Advertising for E-Commerce unit Objective- <u>Understanding the basics of Building an Online Brand.</u> Activity- Begin Ch. 15- Advertising for E-Commerce (304) Advertising for E-Commerce Project</p> |
| <p>Tuesday, May 18</p> | <p>1st block: Student team Presentations on Risk Management PowerPoint. 3rd block: Advertising for E-Commerce project due!</p> |
| <p>Wednesday, May 19</p> | <p>1st block: Review for Marketing Applications Final Exam & Essay Question. Next, begin Branding Strategy unit Objective- <u>Understanding the various branding Elements</u> <ul style="list-style-type: none"> • Branding Strategy Project 3rd block: Begin Planning Your Next Vacation Online 4th block/ OJT- Turn-in May Timecard, Job Evaluation, Appreciation and Job Termination Letters!</p> |
| <p>Thursday, May 20</p> | <p>1st block: Branding Strategy Project due 3rd block: Continue Planning Your Next Vacation Online</p> |
| <p>Friday, May 21</p> | <p>1st block- Marketing Applications Final Exam Essay Question on Monday! 3rd block- E-Commerce Marketing Final Exam 4th- O-J-T final Exam</p> |