

KENNEDYS ON-LINE LESSON PLANS WEEK OF MAY 3rd

**“The happiest of people don’t always have the best of everything...
They make the best of what they have.”**

<p>Monday, May 3 1st- Mt. Applications 2nd- planning 3rd- E-Commerce 4th- O-J-T</p>	<p>1st block- Begin Unit 9 Marketing Information Management. Ch 28- Marketing Research (pg. 590) Objective: <u>Describe the Purpose of marketing research</u></p> <p>Next, Weekly Business Article summary!</p> <p>3rd- Finish Travel Agency web site.</p>
<p>Tuesday, May 4</p>	<p>1st block: 28.2 Types, Trends, and Limitations of Marketing Research. (pg. 596) Objective: <u>Identify the methods of conducting marketing research.</u> Activity- Define Key terms on pg. 605 and even numbered questions in your marketing notebook.</p> <p>3rd block- Begin Olympic Games Web page. Weekly Objective- Develop a Marketing oriented website 4th block- OJT April timecards due today!</p>
<p>Wednesday, May 5</p>	<p>1st block- Begin Ch. 29 Conducting Marketing Research (608) Objective: <u>Explain the steps in designing and conducting marketing research.</u></p> <p>3rd- Olympic Games Web page</p>
<p>Thursday, May 6</p>	<p>1st block- 29.2- The Marketing Survey (pg. 618) Objective: <u>Design a marketing research survey</u> Activity- Answer even numbered questions on pg. 625.</p> <p>3rd block: Olympic Games Web page due!</p>
<p>Friday, May 7</p>	<p>1st block- Designing a Student Survey (team project)</p> <ul style="list-style-type: none"> • 4 –student team members. <p>3rd block: Student Presentations on Olympic Games Web page</p>