



Gasconade R-2

**Objective Course Curriculum Report for: Advertising -
Eleventh Grade**

Generated on 11/23/2015

Name

Advertising Objective 1

Unit Objective

The student will analyze promotional concepts and strategies.

Created By

System

Creation Date

5/19/2013 7:16:23 PM +00:00

Modified By

System

Modification Date

11/19/2013 6:27:57 PM +00:00

Sequence

1

Assessment Methods

Essential Questions

Course

Advertising

Unit

Objective used to assess students

Formative Assessment Activities

Depth of Knowledge

Learning Activity

Research-based Instructional Strategies

Supporting Resources

Correction Exercise

Enrichment Exercise for Accelerated Learners

Remediation for Struggling Learners

English Language Learner

District Defined

Objective is A+

Missouri School Improvement Program

Show-Me Standards

Grade and Course Level Standards

Common Core Standards

Version

1

Files

Date Range

Other Standards

Other Diverse Learners

Students Self-Reflection About Personal Goals

Use of Technology

Guiding Questions

Guiding Questions Depth of Knowledge

Summative Assessment Activities

Summative Correction Exercise

Family and Community Involvement

Name

Advertising Objective 2

Unit Objective

The student will demonstrate visual merchandising and design various displays.

Created By

System

Creation Date

5/19/2013 7:16:23 PM +00:00

Modified By

System

Modification Date

11/19/2013 6:17:10 PM +00:00

Sequence

2

Assessment Methods

Essential Questions

Course

Advertising

Unit

Advertising 2

Objective used to assess students

Formative Assessment Activities

Depth of Knowledge

Learning Activity

Research-based Instructional Strategies

Supporting Resources

Correction Exercise

Enrichment Exercise for Accelerated Learners

Remediation for Struggling Learners

English Language Learner

District Defined

Objective is A+

Missouri School Improvement Program

Show-Me Standards

Grade and Course Level Standards

Common Core Standards

Version

1

Files

Date Range

Other Standards

Other Diverse Learners

Students Self-Reflection About Personal Goals

Use of Technology

Guiding Questions

Guiding Questions Depth of Knowledge

Summative Assessment Activities

Summative Correction Exercise

Family and Community Involvement

Name

Advertising Objective 3

Unit Objective

The student will create an advertising plan.

Created By

System

Creation Date

5/19/2013 7:16:23 PM +00:00

Modified By

System

Modification Date

11/19/2013 3:14:44 PM +00:00

Sequence

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Assessment Methods

Essential Questions

Course

Advertising

Unit

Advertising 3

Objective used to assess students

Formative Assessment Activities

Depth of Knowledge

Learning Activity

Research-based Instructional Strategies

Supporting Resources

Correction Exercise

Enrichment Exercise for Accelerated Learners

Remediation for Struggling Learners

English Language Learner

District Defined

Objective is A+

Missouri School Improvement Program

Show-Me Standards

Grade and Course Level Standards

Common Core Standards

Version

1

Files

Date Range

Other Standards

Other Diverse Learners

Students Self-Reflection About Personal Goals

Use of Technology

Guiding Questions

Guiding Questions Depth of Knowledge

Summative Assessment Activities

Summative Correction Exercise

Family and Community Involvement

Name

Advertising Objective 4

Unit Objective

The student will prepare a print advertisement.

Created By

System

Creation Date

5/19/2013 7:16:23 PM +00:00

Modified By

System

Modification Date

11/19/2013 4:41:46 PM +00:00

Sequence

4

Assessment Methods

Essential Questions

Course

Advertising

Unit

Advertising 4

Objective used to assess students

Formative Assessment Activities

Depth of Knowledge

Learning Activity

Research-based Instructional Strategies

Supporting Resources

Correction Exercise

Enrichment Exercise for Accelerated Learners

Remediation for Struggling Learners

English Language Learner

District Defined

Objective is A+

Missouri School Improvement Program

Show-Me Standards

Grade and Course Level Standards

Common Core Standards

Version

1

Files

Date Range

Other Standards

Other Diverse Learners

Students Self-Reflection About Personal Goals

Use of Technology

Guiding Questions

Guiding Questions Depth of Knowledge

Summative Assessment Activities

Summative Correction Exercise

Family and Community Involvement