

Marketing Meets Libra Sharon Silverman and LaS



Introduction and Motivation: What do Korean and African Americans know about themselves and why Hispanics are next?

SMART¹ Objective:

At the end of this lesson students will be able to construct levels of research (library, observation, survey, etc.) that will inform a decision making process. This process will take student to generate concrete ideas that are realistic in an industry and desirable by a traditional or non-traditional business model.

State Standards met in this lesson:

- None.
- This course will be approved by Illinois Community
- This course will carry the Illinois Articulation Initiative (IA

News Literacy concepts or skills to be incorporated:

- Opinion base vs. Fact based
- Library Research
- Critical Thinking
- Problem Solving
- Data vs. Information
- VIA
- What drives...news, people, decisions, etc.
- The core concepts of News Literacy include: Know

¹SMART is an acronym that reminds us our lesson can be more effective. SMART stands for Specific, Measurable, Achievable, Realistic and Time-bound.