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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Agriculture, Food, and Natural Resources |
| **Course Name** | Principles of Agriculture, Food, and Natural Resources |
| **Lesson/Unit Title** | Selling your own product – a beef cattle marketing approach |
| **TEKS Student Expectations** | **130.2 (c) Knowledge and skills**  (12) The student develops technical knowledge and skills related to animal systems  (D) The student is expected to discuss animal selection, reproduction, breeding, and genetics |
| **Basic Direct Teach Lesson**  **With Special Education Modifications/Accommodations and**  **one English Language Proficiency Standards (ELPS) Strategy** | |
| **Instructional Objectives** | **The student will be able to:**   * The student, working as a team member, will be able to: * Research a type of beef cattle production operation, and * Create a fictional advertisement for a beef cattle production company |
| **Rationale** | Allows students to develop knowledge and skills regarding animal selection, breeding and genetics, and learn methods to identify and understand consumer, and how and whom to sell. |
| **Duration of Lesson** | Teacher’s Discretion |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | Cow-Calf  Seed stock  Stocker  Feedlot  Logo  Slogan  Headquarters |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer * Projector   **Material:**   * Handouts (Attached):   + Collaborative Teams Rubric   + Oral Presentation Rubric   + Public Relations Demonstration Rubric   + Personal Communications and Sales Skills Rubric |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | So, now that you know about different types of cattle, how do you sell what they produce? What type of cattle production opportunity is best for you? What is the best way to get your message to the consumer? Get out there and sell, but how? To whom? |
| **Direct Instruction \*** | Working in pairs, you will develop a marketing and promotion plan for the cattle you produce on your fictional operation.  To clearly define your product, your marketing plan needs to include the following:   * Type of cattle producer; Cow-Calf, Seed stock, Stocker, Feedlot * Description/History of type of cattle production * Geographic region where you normally find this type of cattle producer * Name of your company * Company logo, slogan, headquarters * Who you buy cattle from * Who you sell cattle to   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  NONE |
| **Guided Practice \*** | *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  NONE |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  NONE |
| **Lesson Closure** |  |
| **Summative/End of Lesson Assessment \*** | The following rubrics may be used for scoring the presentations and / or student work. Several rubrics are provided.   * Collaborative Teams Rubric * Oral Presentation Rubric * Public Relations Demonstration Rubric * Personal Communications and Sales Skills Rubric   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  NONE |
| **References/Resources/Teacher Preparation** |  |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** |  |
| **College and Career Readiness Connection[[1]](#footnote-1)** | **English Language Arts** III A 2, III B 2, V A, V B, V C |
| **Recommended Strategies** | |
| **Reading Strategies** |  |
| **Quotes** |  |
| **Multimedia/Visual Strategy**  **Presentation Slides + One Additional Technology Connection** |  |
| **Graphic Organizers/Handout** |  |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** |  |
| **Communication**  **90 Second Speech Topics** |  |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Student teams will use class notes and internet to research beef cattle operations, and use poster board, video graphics, etc. to sell their cattle breed operation. |
| **Family/Community Connection** |  |
| **CTSO connection(s)** |  |
| **Service Learning Projects** |  |
| **Lesson Notes** |  |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)