** Beaumont Technical Center**

**Mission:** To provide an exciting and spectacular learning experience with dynamic and inspirational activities facilitated by educators who are passionate and committed to motivate excellence in students that results in competent and compassionate professionals.

**Our Vision:** To provide an environment of academic excellence to collaborate with stakeholders & business partners where our students are sought after by colleges, universities and corporations to develop future professionals.

**Beaumont Technical Center – Weekly Virtual Learning Planner**

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| **august** | Gary Lewis | **Grade** | 12Th | **Subject** | Culinary Arts 2 |
| **Week of** | December 1 ,2020 | **Topic/Title** |  Marketing |

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| **Lesson/Topic illness** | **Lesson Target/Objective**  | **Synchronous/Live Instruction**  | **Asynchronous Playlist**  | **Assessment/Performance Task**  | **Due Date** |
| **Lesson 1 (Date) DE.1.2020** |  What is Marketing and how is it different from advertising? | Live session  | Tell in your own words why you think this is important to the industry. | After completing this topic ,you should be able to: know the different in advertising and Marketing |  Dec.3,2020 |
| **Lesson 2 (Date) DEC. 3, 2020** |  What IS THE CONTEMPORARY MARKET MIX | Live Presentation  | What are the three contemporary market mix and how are they different  | Knowledge of all three and when and how they are use. |  DEC. 8,2020 |
| **Lesson 3 (Date) Dec. 8,2020**  | What is an Market Plan? | Live Presentation  |  Name the step of an Market Plan. How many components? |  Put together an market plan for an SEA FOOD RESTAURANT |  DEC.9,2020 |
| **Lesson 4 (Date) DEC. 10,2020** |  What is the purpose of SWOT? | Live Presentation | Discuss SWOT AND WHAT IT MEANS to analysis and market plan. | Knowledge of how each assessments works with the other. | DEC..15,2020 |
| **Lesson 5 (Date) DEC. 15,2020** | What are the basic types of research methods used to gather information? | Live Presentation  | What are they and how are they used? | Knowledge of these research methods. | DEC.17.,2020 |

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