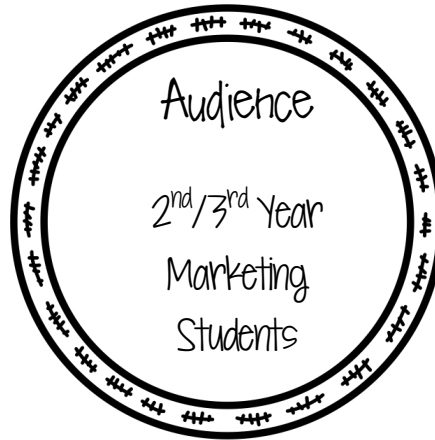


* ASSESSMENT PLANNER *



LEARNING OUTCOMES

1. Students will identify social media tools available for use in promoting a local business.
2. Students will evaluate the use of social media tools for different marketing/promotional purposes.
3. Students will create sample promotional posts for a local business.

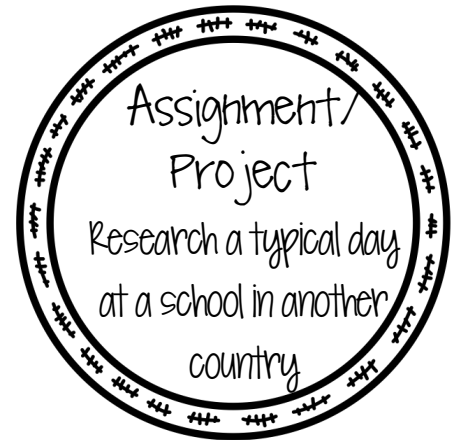
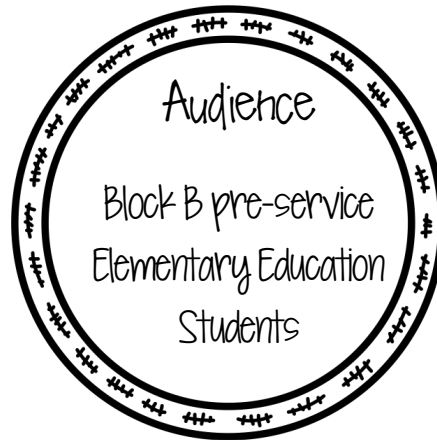
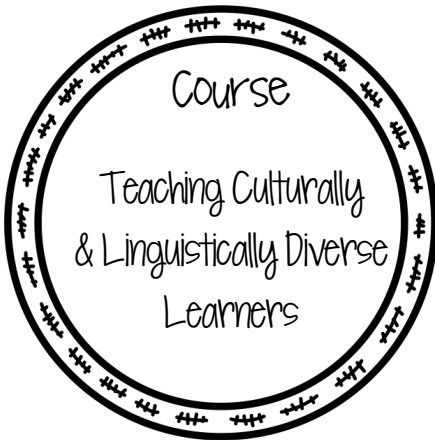
AUTHENTIC TASK(S)

- * Have students work in groups to try out different social media tools and come up with pros & cons.
- * Have students debate their tools against others in the class.

TECH TOOLS

- * Twitter, Facebook, and Google + for Social Media tools
- * Audacity for recording & editing podcasts

* ASSESSMENT PLANNER *



LEARNING OUTCOMES

1. Students will compare and contrast an American school community to a school in another country.
2. Students will analyze differences in school communities and how those differences can influence teaching in America.

AUTHENTIC TASK(S)

- * Have students research a school in another country
- * Have students interview an educator in another country to learn about a day at their school
- * Have students present to class & compare/contrast school communities

TECH TOOLS

- * Skype for question & answers from educators around the globe
- * Google Earth & websites for exploring different communities