Podcast Lesson Brand Departures

PDF & DIGITAL FORMATS





2 Peas and a Dog Middle School teaching Resources



RESOURCE INCLUDES

- O Detailed Lesson Plan
- ✓ 1 Podcast Listening Activity
- Graphic Organizers
- Pre & Post Listening Activities
- Journal Entries
- Extend Your Thinking Choice Board
- Manswer Keys
- Print & Digital Formats



LESSON OVERVIEW

In This Lesson Students Will:

- 1. Complete a pre-listening graphic organizer.
- 2. Listen to a short podcast segment.
- 3. Complete a post-listening graphic organizer.
- 4. Work on a journal entry response.
- 5. Challenge themselves on an Extend Your Learning choice board.

INDEPENDENT WORK WHOLE CLASS LESSON

ENGAGING LESSON



COST OF LIVING

Pre-Listening: Brand Departures

What are some of your favourite food brands?

How do you feel if that brand isn't available at the store?

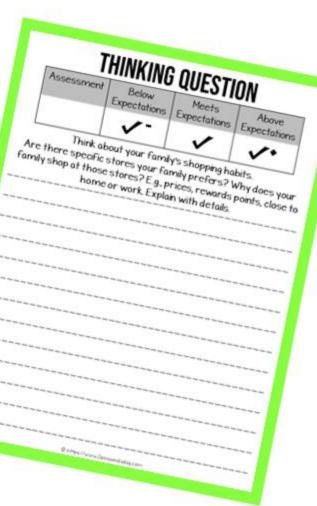
How do you think the availability of different brands for the same product affects the Canadian economy?

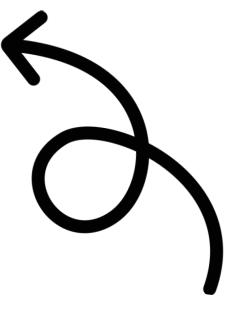
Do you think different brands must pay to sell their items in a grocery store?

What might they have to pay for?

How do you think the layout of a grocery store influences what you buy?

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PRE & POST LISTENING QUESTIONS JOURNAL **ENTRIES**

DETAILED TEACHER PAGES

LESSON PLAN



>>>>>>>>>

Lesson Overview: Students will learn about a variety of economic topics after listening to a brief podcast segment.

Materials Needed:

- □ Access to reliable technology computer, data projector, Wi-Fi
- □ Cost of Living graphic organizers (class set)
- □ Cost of Living Podcast Episode: <u>Pass the Kleenex</u>, as we mourn the loss of choice September 17, 2023
- FULL LESSON

Teacher I 1. Star

- L. Star k
 conversation about grocery store braines and braine recognition.
- 2. Next, ask students to fill out the Pre-Listening Cost of Living graphic organizer. Have a brief class discussion and write down some of the answers students share.
- 3. Then, have the class listen to the brief segment <u>Pass the Kleenex, as</u> we mourn the loss of choice from the Cost of Living Podcast.
- 4. After, have students watch the suggested video. After watching, have a brief discussion on what they learned.
- 5. After listening to the podcast, have the students complete the remaining sections of the Post-Listening graphic organizer.
- 6. If time permits, have students complete the journal entry. Assess the journal entry using this method.

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PRE-LISTENING SAMPLE ANSWERS

What are some of your favourite food brands?
How do you feel if that brand isn't available at the store?

class(es):

axina

Answers will vary.

Favourite brands might include Kraft Dinner, Quaker, McCain, Nutella, Oreo, President's Choice, etc.

If a brand isn't available, you might feel disappointed because the alternative might not be the same.

Answers will vary.

How do you think the availability of different buy, brands for product Canadian

Different brands for the same product mean that we have a choice when we buy. When we buy, it helps the companies and the people who

their

DETAILED ANSWER KEYS

Do you think different brands must pay to sell their items in a grocery store? What might they have to pay for? Brands may have to pay for space on the shelves or for end aisle displays. They may also need to pay for advertisements in the store or in the flyer.

How do you think the layout of a grocery store influences what you buy?

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Answers will vary.

Stores put items at the front or the middle of an aisle (at eye level) to catch the consumer's eye first. They may also put necessities, like milk or cheese, at the back of the store so you have to walk through the whole store, which means you might buy more.

DIFFERENTIATED LESSON PLANS

- Podcast Link
- Step-By-Step
 Instructions
- Student Pages
- Answer Keys

SAMPLE LESSON PAGES

COST OF LIVING

Pre-Listening: Brand Departures

What are some of your favourite food brands?

How do you feel if that brand isn't available at the store?

How do you think the availability of different brands for the same product affects the Canadian economy?

Do you think different brands must pay to se

Who

STUDENT PAGES

How do you think the layout of a grocery store influences what you buy?

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THINKING QUESTION

Assessment	Below	Meets	Above	
	Expectations	Expectations	Expectations	
	~ -	✓	*	

Think about your family's shopping habits.

Are there specific stores your family prefers? Why does your family shop at those stores? E.g., prices, rewards points, close to home or work. Explain with details.

EXTEND YOUR LEARNING



ne of the three research options to learn indings will be shared with the class.

Option 1

Choose a favourite food brand and research its history. When and where was it founded? How has the brand evolved over the years? What are some of the most popular Canadian brands?

Option 2

Explore different advertising strategies used by food brands. How do they try to capture the attention of

PRE-LISTENING SAMPLE ANSWERS

What are some of your favourite food brands?	Answers will vary. Favourite brands might include Kraft Dinner, Quaker, McCain, Nutella, Oreo, President's Choice, etc.								
How do you feel if that brand isn't available at the store?	If a brand disappointe be the san	WRITING RESPONSE RUBRIC WRITING RESPONSE RUBRIC							
How do you think the availability of different brands for the same product affects the Canadian economy?	Answers v Different k that we had buy, it help work at the more busing	Criteria	Level 1	Level 2	Level 3	Level 4			
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Do yo branc their	/ / 5	,	EYS &			Form is appropriate for the chosen assignment.			
Feedback: How layout influer	AS	SSES OPT			/30 y	Conventions are used properly as per grade—level expectations.			
Writing	Assess	ment Crit	teria	Mai	rk				
☐ Writing flows and is coherent			/10)					
☐ Form is appropriate for the chosen assignment			/10)					
☐ Grammar conventions			/10)					
Feedback:			Total Points	30					

Final Mark

%

LESSON FORMATS











RESOURCE CAN BE USED IN-PERSON OR ONLINE

