

# Podcast Lesson Brand Departures

**PDF & DIGITAL FORMATS**

<b>COST OF LIVING</b>	
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?	

<b>THINKING QUESTION</b>			
Assessment	Below Expectations	Meets Expectations	Above 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.

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**2 Peas and a Dog**   
Middle School Teaching Resources

## RESOURCE INCLUDES

- ✓ Detailed Lesson Plan
- ✓ 1 Podcast Listening Activity
- ✓ Graphic Organizers
- ✓ Pre & Post Listening Activities
- ✓ Journal Entries
- ✓ Extend Your Thinking Choice Board
- ✓ Answer 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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## THINKING QUESTION

Assessment	Below Expectations	Meets Expectations	Above 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.

Handwritten notes on a lined paper, including the text: "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."

**PRE & POST LISTENING QUESTIONS & JOURNAL ENTRIES**



# DETAILED TEACHER PAGES

## LESSON PLAN



### Cost of Living: Brand Departures

**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: [Pass the Kleenex, as we mourn the loss of choice](#) - September 17, 2023
- Select class(es):
  - [Economics](#)
  - [Reading](#)
  - [Writing](#)

## FULL LESSON PLAN

**Teacher Instructions:**

1. Start with a brief conversation about grocery store brands and brand 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 [Pass the Kleenex, as 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](#).

## PRE-LISTENING SAMPLE ANSWERS

<b>What are some of your favourite food brands? How do you feel if that brand isn't available at the store?</b>	<p>Answers will vary.</p> <p>Favourite brands might include Kraft Dinner, Quaker, McCain, Nutella, Oreo, President's Choice, etc.</p> <p>If a brand isn't available, you might feel disappointed because the alternative might not be the same.</p>
<b>How do you think the availability of different brands for product Canadian</b>	<p>Answers will vary.</p> <p>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 <small>means that their</small></p>
<b>Do you think different brands must pay to sell their items in a grocery store? What might they have to pay for?</b>	<p>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.</p>
<b>How do you think the layout of a grocery store influences what you buy?</b>	<p>Answers will vary.</p> <p>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.</p>

## 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 see their products on the shelves?
- How do you think the layout of a grocery store influences what you buy?

### THINKING QUESTION

Assessment	Below Expectations	Meets Expectations	Above Expectations
	✓ <sup>-</sup>	✓	✓ <sup>+</sup>

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



Choose one of the three research options to learn more about the brand. Your findings 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 consumers?

## 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?

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

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

If a brand disappears, it can be a disappointment for consumers. Different brands that we have to buy, it helps work at the more business products.

## WRITING RESPONSE RUBRIC

Student Name: \_\_\_\_\_

Criteria	Level 1	Level 2	Level 3	Level 4
Writing flows	Writing is incoherent and does not follow the topic.	Writing is somewhat coherent.	Writing is coherent.	Writing is very coherent and uses a variety of techniques to increase engagement.
Form is appropriate for the chosen assignment.	Form is inappropriate for the chosen assignment.	Form is appropriate for the chosen assignment.	Form is appropriate for the chosen assignment.	Form is appropriate for the chosen assignment.
Conventions are used properly as per grade-level expectations.	Conventions are not used properly.	Conventions are used properly.	Conventions are used properly.	Conventions are used properly as per grade-level expectations.

**ANSWER KEYS & ASSESSMENT OPTIONS**

Writing Assessment Criteria	Mark
<input type="checkbox"/> Writing flows and is coherent	/10
<input type="checkbox"/> Form is appropriate for the chosen assignment	/10
<input type="checkbox"/> Grammar conventions	/10
Feedback:	Total Points /30
	Final Mark %

# LESSON FORMATS



**PDF**

✓ Individual & Whole Unit



**DIGITAL**

✓ Google Slides



**RESOURCE CAN BE USED  
IN-PERSON OR ONLINE**

