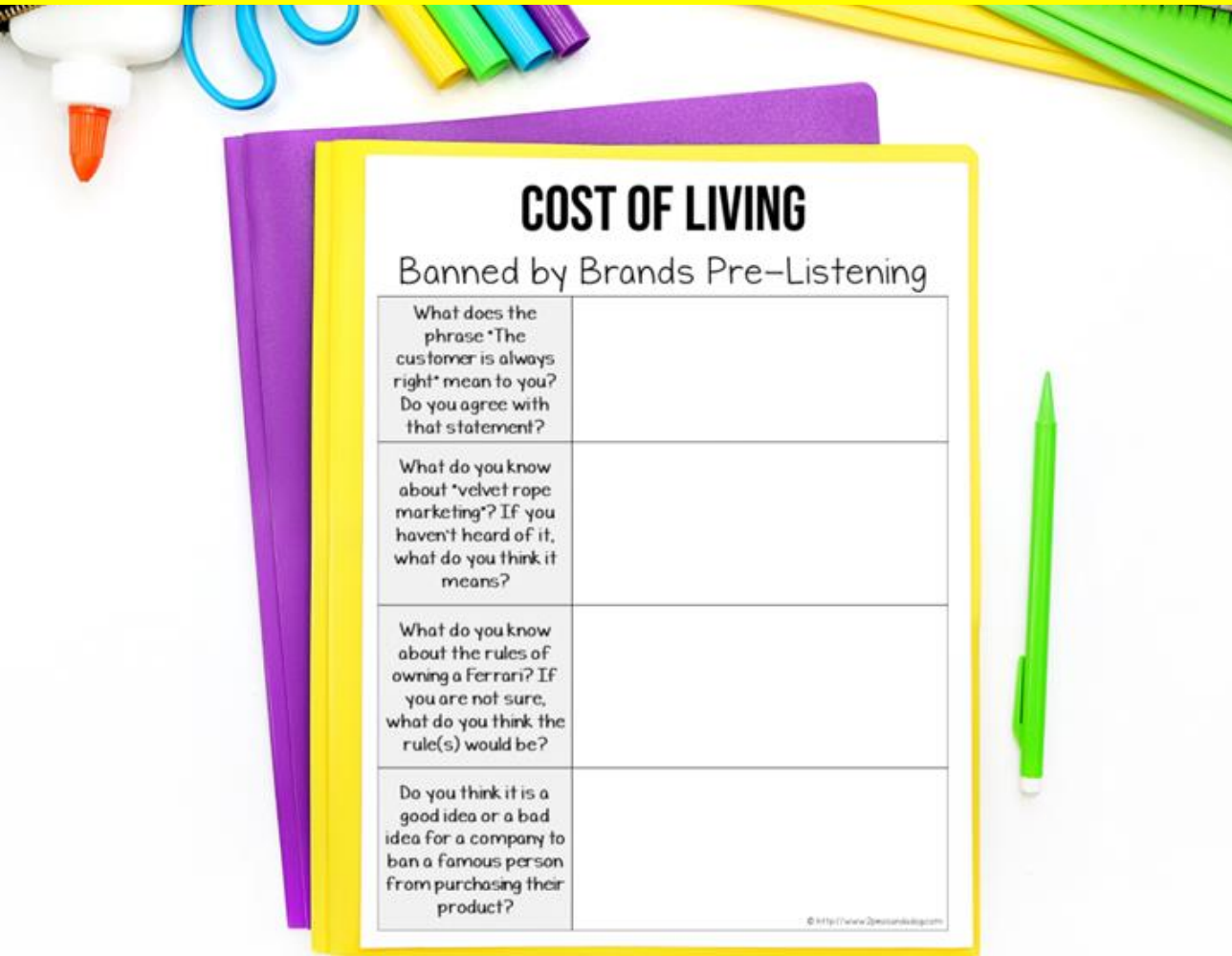


Podcast Lesson

Banned By Brands

PDF & DIGITAL FORMATS



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

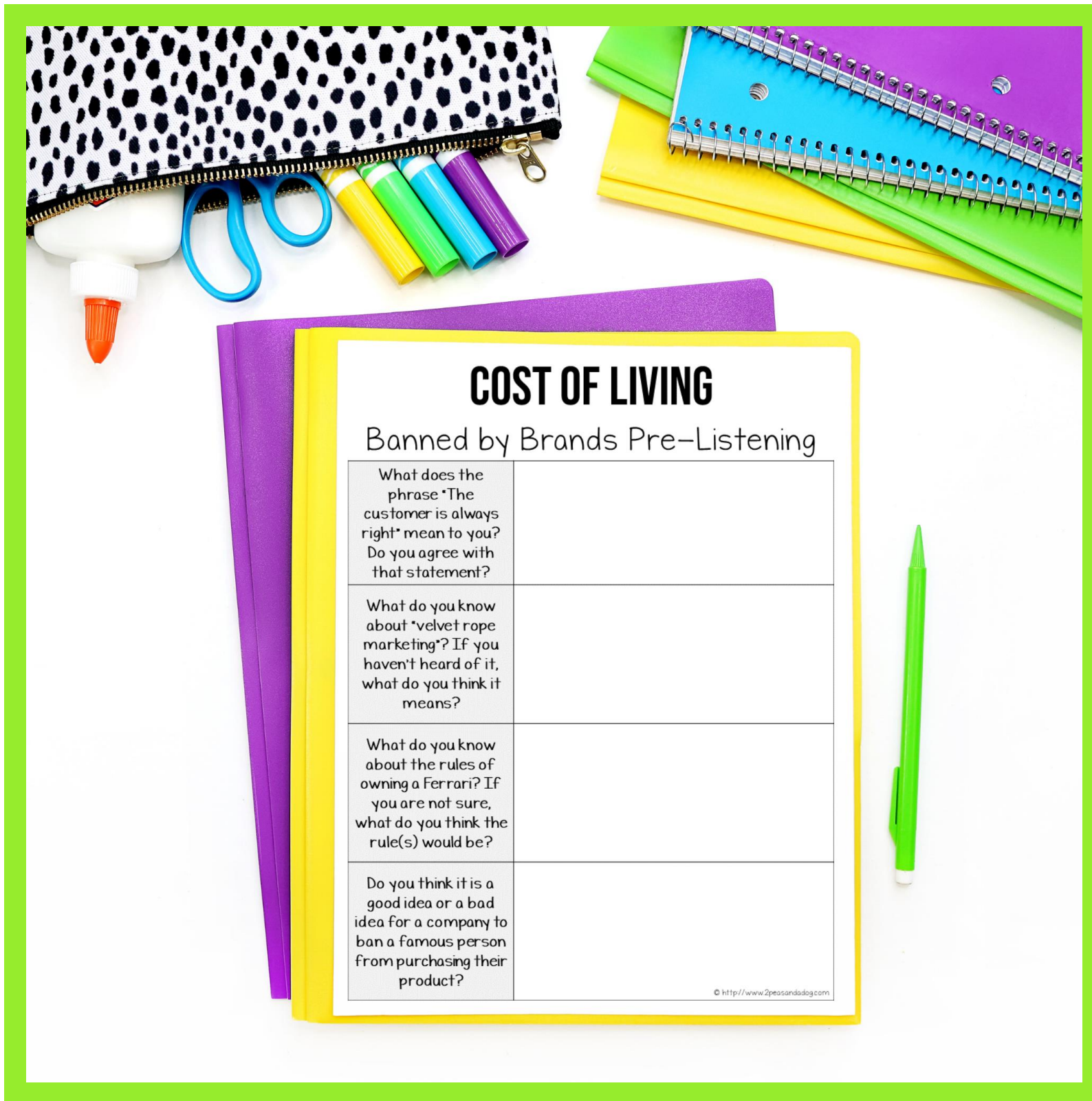
In This Lesson Students Will:

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**



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

DETAILED TEACHER PAGES

LESSON PLAN



Cost of Living - Banned by Brands

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: ["What real estate investing means for home prices and ramen noodles"](#) – May 29, 2022. Segment "The marketing strategy behind Justin Bieber's Ferrari ban"
- Video: ["The marketing strategy behind Justin Bieber's Ferrari ban"](#)

Teacher Instructions:

1. Ask students to complete the graphic organizer. Have a brief class discussion and write down some of the answers that students share.
2. Watch the suggested video. After watching, have a brief discussion on what they learned.
3. Have the class listen to the brief segment "The marketing strategy behind Justin Bieber's Ferrari ban" from the Cost of Living Podcast Episode: ["What real estate investing means for home prices and ramen noodles"](#).
4. After listening to the podcast, have the students complete the remaining sections of the Post-Listening graphic organizer.
5. If time permits, have students complete the journal entry. Assess the journal entry using [this method](#).

SAMPLE ANSWERS

Banned by Brands Pre-Listening

What does the phrase "The customer is always right" mean to you? Do you agree with that statement?

Answers will vary by student.
Examples: This means that the customer should always be able to get what they want from a store or someone providing a service. I do agree with this because the customer is paying for what they want, or I do not agree with this because sometimes the customer wants more than a store or person can or should provide.

What do you know about "velvet rope" marketing? If you have never heard of it, what do you think it is?

Answers will vary by student. Examples:
▪ I have not heard of this type of marketing, but I would think it has to do with making something exclusive by limiting access to it.
▪ It is a technique used to make a product more exclusive.

What do you know about the rules of owning a Ferrari? If you are not sure, what do you think the rule(s) would be?

Answers will vary by student. Examples:
▪ I do not know the rules of owning a Ferrari but I would think some of them may include being required to drive the car safely and maybe that you can not let anyone borrow your car.
▪ Some of the rules of owning a Ferrari include that you can not sell your car within the first year and you can not make drastic changes to the car.

Do you think it is a good idea or a bad idea for a company to ban a famous person from purchasing their product?

Answers will vary by student. Examples:
▪ I do not think it is a good idea because the famous person would give the brand good publicity.
▪ I do think it is a good idea because then people will want it even more.

DIFFERENTIATED LESSON PLANS

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

SAMPLE LESSON PAGES

COST OF LIVING

Banned by Brands Pre-Listening

What does the phrase "The customer is always right" mean to you? Do you agree with that statement?

What do you know about "velvet rope marketing"? If you haven't heard of it, what do you think it means?

What do you know about boycotting? Do you own any products that you have boycotted? What rules do you think should be in place?

Do you think it is a good idea or a bad idea for a company to ban a famous person from purchasing their product?

THINKING QUESTION

Assessment	Below Expectations	Meets Expectations	Above Expectations
	✓-	✓	✓+

Pretend you started your own company. What would your company sell? What would you ban customers from doing with your product? Explain.

EXTEND YOUR LEARNING



Choose one of the three research options to learn more about brands and brand rules. Your findings will be shared with the class.

Option 1

Why do people boycott or promote brands? Research the various ethical considerations that people take into account when choosing to buy or not buy a certain brand.

Option 2

Pick an industry (such as clothing, food, vehicle, etc.) and find the most popular brand within that industry. Research the brand's history and its marketing strategies.

STUDENT PAGES

SAMPLE ANSWERS

Banned by Brands Pre-Listening

Answers will vary by student.
Examples: The customer is always right means that the customer should always be right or someone should always agree with the customer or I do not agree with that statement because the customer should not always be right.

Answers:

- I have heard of velvet rope marketing. It is when a store has a velvet rope and only people who are invited can get past it.
- Velvet rope marketing is when a store has a velvet rope and only people who are invited can get past it.

What do you know about the rules of Ferrari? If you are sure, what do you think the rule(s) are?

Do you think it is a good idea or a bad idea for a company to ban a famous person from purchasing their product?

WRITING RESPONSE RUBRIC

Student Name: _____

Criteria	Level 1	Level 2	Level 3	Level 4
Writing flows and is coherent.	Writing is incoherent and does not flow.	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 somewhat 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 as per grade level expectations.	Conventions are used somewhat properly as per grade level expectations.	Conventions are used properly as per grade level expectations.	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**

