

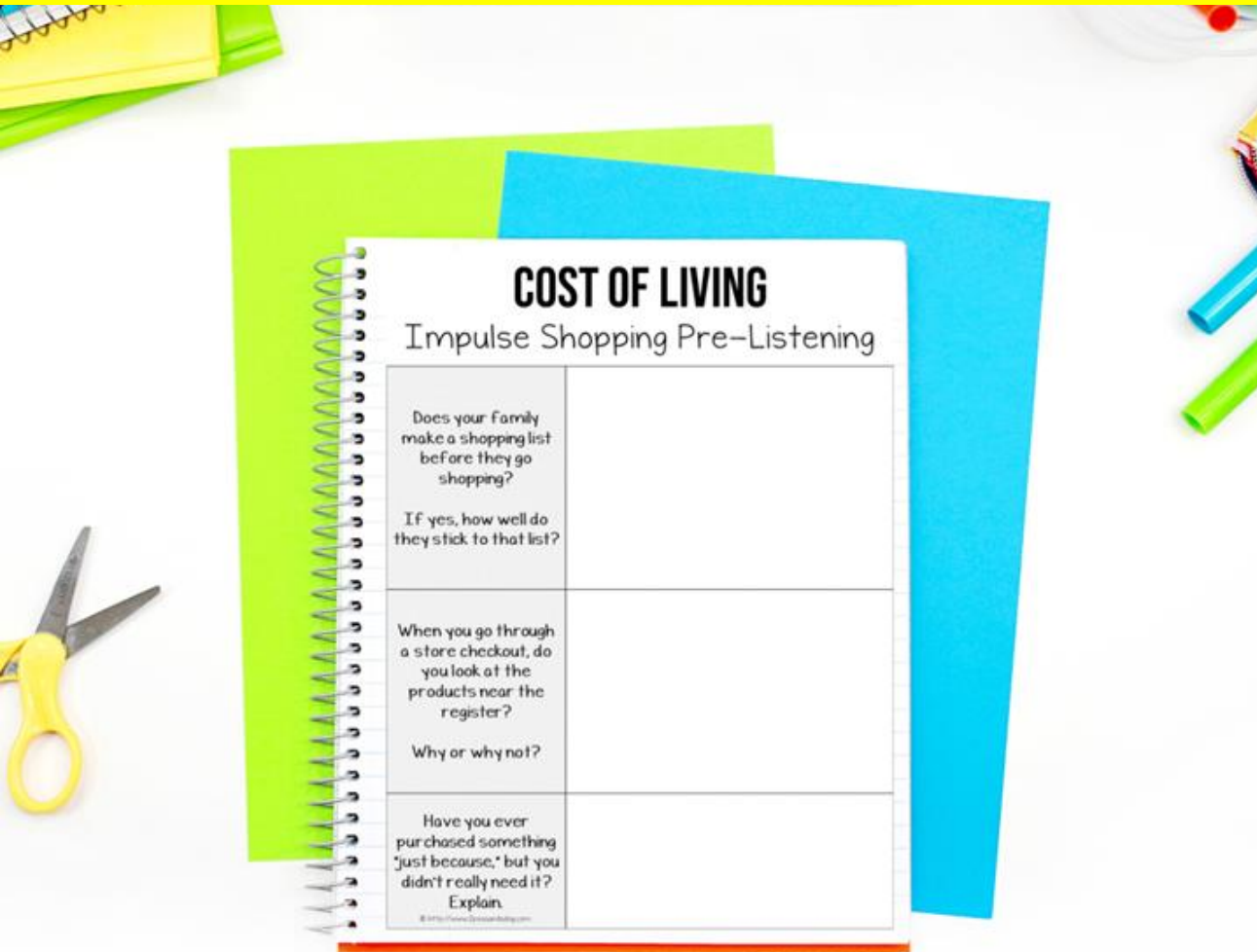
# Podcast Lesson

## Impulse Shopping

**PDF & DIGITAL FORMATS**

# 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



**2 Peas and a Dog**

MIDDLE SCHOOL Teaching Resources



# LESSON OVERVIEW

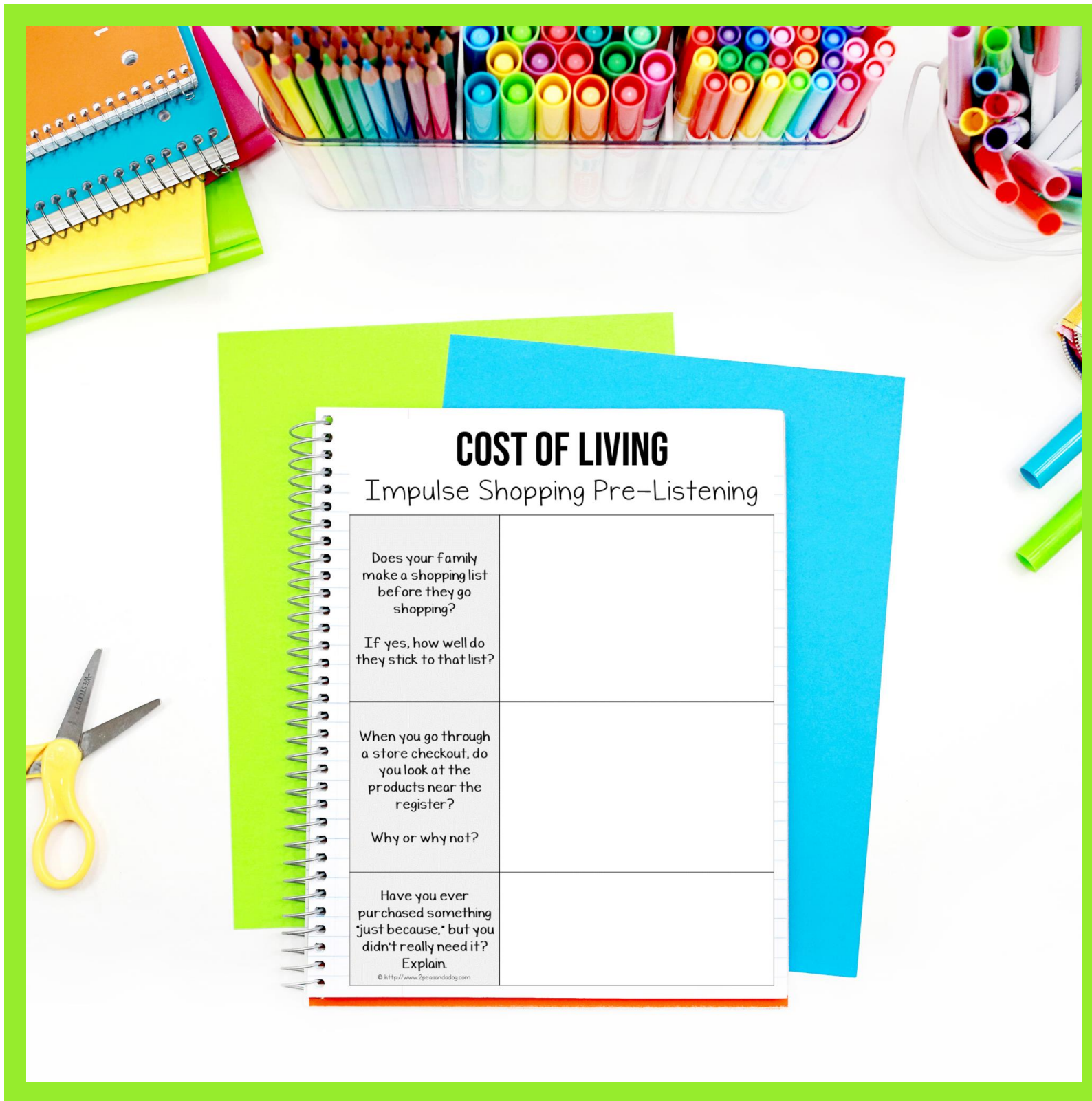
In This Lesson Students Will:

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 - Impulse Shopping

**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: ["The sneaky science behind the impulse shopping aisle"](#) - December 18, 2022. Segment "Why retailers want us to indulge
- Select [Paris](#)
- 1. [Paris](#)
- 2. [Paris](#)

## FULL LESSON PLAN

#### Teacher Instructions:

1. Start with a conversation about impulse shopping.
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 students watch one of the suggested videos. After watching, have a brief discussion on what they learned.
4. Have the class listen to the brief segment, "Why retailers want us to indulge our impulses," from the Cost of Living Podcast Episode: ["The sneaky science behind the impulse shopping aisle."](#) 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

### Impulse Shopping Pre-Listening

Does your family make a shopping list before they go shopping?

If yes, how well do they stick to that list?

When you are at a store do you look at the products near the register?

Why or why not?

Have you ever purchased something "just because," but you didn't really need it? Explain.

Student answers will vary. Try to share a personal story from your own life.

For example:

Yes, when we go to the grocery store we take a list and try not to buy too many things not on our list. But, sometimes, we buy things we want.

## DETAILED ANSWER KEYS

register to see if anything looks good or is a new product.

Student answers will vary. Try to share a personal story from your own life.

Of course! If I am browsing in a store, sometimes I buy things I like but don't really need.

## DIFFERENTIATED LESSON PLANS

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

# SAMPLE LESSON PAGES

## COST OF LIVING

### Impulse Shopping Pre-Listening

Does your family make a shopping list before they go shopping?

If yes, how well do they stick to that list?

When you go through a store checkout, do you look at the products near the register?

Have you ever purchased something "just because," but you didn't really need it? Explain.

### THINKING QUESTION

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

Would you ever try to talk a friend out of an impulse purchase? Explain why or why not.

### EXTEND YOUR LEARNING



Choose one of the three research options to learn more about impulse shopping. Your findings will be shared with the class.

#### Option 1

What kind of a role do you think product placement plays in how we buy things? Research the strategies that stores use to influence customers to buy certain brands or items.

#### Option 2

Can you make a list of items people might buy impulsively? Research what some popular items are that stores might

## SAMPLE ANSWERS

### Impulse Shopping Pre-Listening

Student answers will vary. Try to share a personal example.

For example: Yes, when I go shopping, I always take a list. I don't buy things that aren't on the list.

Student answers will vary.

When you go through a store checkout, do you look at the products near the register? Why or why not?

Have you ever purchased something "just because," but you didn't really need it? Explain.

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### WRITING RESPONSE RUBRIC

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

Criteria	Level 1	Level 2	Level 3	Level 4
Writing flows and is coherent.	Writing is incoherent and disjointed.	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 very 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 somewhat used 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**

