2nd Grade Theme: People at Work

SEM Business Project

Essential Questions: How does purpose influence the format of your writing? How do advertisements affect consumer choices?

* Introduction to goods and services through BrainPopJr. And PebbleGo-All About Money
* Differences between goods and services-sorting activity
* Print ads activity
* You Tube tv ad activity

[**http://www.businesspundit.com/vintage-toy-advertising/**](https://msexchgdo1.wdsd7.org/owa/redir.aspx?C=7a1960b8474f485fa9c657905c60a3e6&URL=http%3a%2f%2fwww.businesspundit.com%2fvintage-toy-advertising%2f)

* Brainstorming activity to help kids develop a **service business** idea
* Price comparison research
* Kids design a print ad containing a logo and a commercial using video on iPads (add a jingle?)

Examples-

Dog walking

Lawn mowing

Raking leaves

Shoveling snow

Delivering newspapers

Watering flowers

Washing cars

Babysitting