E MP1,3-Smart Shopping Copied from: 7th Grade Technology , Copied on: 12/05/22

Content Area: **Technology**
Course(s): **Financial Literacy 7, 21st Century Skills**
Time Period: **MP1,3**
Length: **Twice Weekly**
Status: **Published**

Essential Questions

- What tactics do advertisers use to entice consumers, and how can I overcome these tactics?
- How do I navigate the marketplace to be a smart shopper?
- What are needs and wants; are they the same for everyone?
- What is an opportunity cost?
- How can digital tools be used for creating original and innovative works, ideas, and solutions?

Big Ideas

- Needs and wants play a role in decision making.
- Marketing and advertising campaigns entice consumers to make purchases.
- Apply existing knowledge to generate new ideas, products, or processes.
- Create original works as a means of personal or group expression.
- Digital tools provide opportunities for people to have new experiences, recognize problems, design solutions, and express their ideas.

Enduring Understandings

9.1 E. Becoming a Critical Consumer

9.1.8.E.3 Compare and contrast product facts versus advertising claims.

9.1.8.E.6 Compare the value of goods or services from different sellers when purchasing large quantities and small quantities.

9.1.8.E.8 Recognize the techniques and effects of deceptive advertising.

8.1.B. Creativity and Innovation

8.1.8.B Students demonstrate creative thinking, construct knowledge, and develop innovative products and process using technology.

8.1.8.B.1[M] Synthesize and publish information about a local or global issue or event (ex. telecollaborative project, blog, school web).

Activities And Assessments

- Money Smart for Grades 6-8 Lesson 4: Being a Savvy Shopper (approx. 45 min.)
- *(Extended Exploration)* Money Smart for Grades 6-8 Lesson 4: (Game) *AdMongo* by The Federal Trade Commission. Dissect advertisements and recognize the techniques advertisers use to sell products. [http://www.admongo.gov]
- *(Extended Exploration)* Money Smart for Grades 6-8 Lesson 4: (Podcast) Create a podcast, giving tips to your peers about smart shopping strategies; broadcast during morning announcements.