<table>
<thead>
<tr>
<th>Post Secondary Lesson Plan</th>
<th>Political Election</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
<td>Given two weeks to prepare students working in groups of four will put together a campaign using an assigned marketing technique and post election results on <a href="http://www.many-eyes.com">www.many-eyes.com</a> with 70% accuracy.</td>
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</tbody>
</table>
| **Materials**              | 1. Handouts (made with publisher)  
2. Over head presentation  
3. Many eyes account  
4. Computer/internet access |
| **Procedure**              | 1. Teacher will present the assignment stating all parts and due dates of the project and assign each group their marketing technique.  
2. Teacher will hand out a list of topics that should be covered in the project and groups they have two weeks to prepare.  
3. Teacher will have all students sign up for a Many Eyes account in a computer lab.  
4. At the end of the first week students will hand in the rough draft of their overhead presentation and handout to be reviewed.  
5. At the end of the two weeks each group will present their overhead and handouts to the class which incorporate their assigned marketing technique.  
6. Students will then vote and results will be posted on [www.many-eyes.com](http://www.many-eyes.com).  
7. Teacher should review the results with the class to talk about how some marketing works better than others. |
| **Evaluation**             | **Handouts**  
10 points- Neat, well organized, and clearly demonstrate marketing technique  
5 points- Somewhat organized examples of technique can be found  
0 points- no organization and technique was not used.  
**Overhead Presentation**  
10 points- Neat, well organized, and clearly demonstrate marketing technique  
5 points- Somewhat organized examples of technique can be found  
0 points- no organization and technique was not used. |
<table>
<thead>
<tr>
<th>Research and Readiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 10 points- clearly rehearsed and information is well researched</td>
</tr>
<tr>
<td>• 5 points- information is well researched but presentation is not well rehearsed</td>
</tr>
<tr>
<td>• 0 points- neither information or presentation is well prepared for</td>
</tr>
</tbody>
</table>

Winning group will be awarded 5 points extra credit