

T E X A S A D U L T E D U C A T I O N S T A N D A R D S
L E S S O N P L A N

Before you begin

Title: Interpreting Sales Ads and Coupons

Setting: ESL

NRS Level(s): Level 4: Low Intermediate
Level 5: High Intermediate

Open entry/exit: No

Context: Family

Standard(s): Listen Actively

Benchmark(s): 1.4, 1.5

Objective: To compare prices of commodities to find the best deals by asking, listening, and interpreting ads and coupons.

Materials: Newspaper clippings, ads, coupons, infomercials from TV

Estimated time needed to prepare for this lesson plan: 15 minutes

Estimated time needed to complete this lesson plan: 8 hours

The Lesson Plan

Introduce the lesson:

The teacher will show some items (pictures or real objects) and will have students guess how much these items cost. The teacher will also encourage students to share their experiences on getting the best deals on merchandise.

Teach the lesson: T

he teacher will give prior homework to students asking them to bring coupons, sales notices, and ads. Students will compare the prices of things they would like to buy.

Practice the lesson:

Students will work in pairs to find the best deals using a set amount of money. (Example: \$10.00) Pairs will be given different sources to look for bargains. One group might use coupons and clippings; another might use TV commercials and clippings; a third group could use advice from friends and newspaper ads; etc.

Assess the lesson:

Students will report their “bargains” back to the whole group. The teacher is observing continuously and providing feedback during small group work and whole class reports.

Apply the lesson to the real world:

Students can apply this lesson in the real world when they shop for their family by using the strategies they learned.

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