

Career Exploration: 7th - 9th Grade Series

Lesson 4 and 5: Career Brochure

Estimated Lesson Length:	2-50 minute class periods
Recommended Grades:	7-9th
Related LifeKnowledge Lesson:	LifeKnowledge HS 32
	
Objective(s): The student will be able to:	
✓ Create a brochure about a career that is consistent with student interest.	
Materials, Supplies, Equipment, References and Other Resources:	
Course textbook Computers with Internet access and word processing capabilities Career research notes from prior days Brochure activity sheet (AS 2.1) 5 pages	
 	

Lesson Plan:		
STEPS (What to Do)	Procedures (How to Perform the Step)	Time*
1. Interest approach:	<i>Review prior day.</i> After completing attendance and announcements, remind the students of the progress they have made so far in exploring potential careers this week.	5 minutes
2. Career Brochure Activity – Creating the Draft (Day 1)  	For the next two days, the students will each be creating a career brochure on the career that they have been researching all week. Explain that their brochure should include all information that would be needed to help someone make a decision if they were interested in that career. By the end of today, they will need to submit a paper and pencil/pen draft of their brochure. Tomorrow they will have the opportunity to enter it on the computer in a word processing program. Let them know that the brochure needs to be neat, accurate and contain all of the information included on the activity sheet. <i>Distribute copies of the activity sheet (AS 2.1) included with this lesson.</i> Review each of the items on the activity sheet to make sure the students are clear on what is being requested. When all questions have been answered, allow the students to begin work on their pencil and paper draft of the brochure. As the students are working, roam the room to provide suggestions and guidance. <i>At the end of day one, review each student's draft copy. If it is not ready, ask them to take it with them as homework. They need to have the draft complete prior to class the following day.</i>	40-45 minutes
3. Career Brochure Activity – Final Product (Day 2)	After completing attendance and announcements, remind students that their brochure needs to include all of the items on the activity sheet! Allow students to begin work on the computers, entering their draft document into its final electronic format.	45 minutes

Career Exploration: 7th - 9th Grade Series

Lesson 4 & 5: Career Brochure

Lesson Plan cont.:		
STEPS (What to Do)	Procedures (How to Perform the Step)	Time*
	As students complete their brochures, ask them to submit them along with the activity sheet, and their career research work, job listing and timeline.	
4. Summary, review and projects to collect	Congratulate the students on their excellent work and wish them well toward successful careers in the industry of agriculture!	5 minutes

Career Exploration Brochure Activity Sheet

Students, you are to create a career brochure. It should contain everything that someone may want to know about that career. The brochure should be neat, accurate and contain all information below. It should be well illustrated. You will turn this sheet in with your brochure.

Item to Include	Points Scored	Points Possible
Bibliographical entries of sources		20
Creative, Extraordinary Title		10
Cover		
Title in Bold Letters		10
Illustrations		10
Contents		
Introduction		15
Career Background		15
Training/Education Required		15
Salary		15
Future Opportunities Outlook		15
Benefits		15
Overall Appearance		35
Total		175