Marketing Meets Library
Sharon Silverman and LaShawn Arnette

Introduction and Motivation: What do Korean Americans and Blacks, that they don’t know about themselves and why Hispanics are next?

SMART1 Objective:
At the end of this lesson students will be able to construct levels of research (library, observation, survey, etc.) that will decision making process. This process will take student the concrete ideas that are realistic in an industry and desirable by a tradition or non-traditional business model.

State Standards met in this lesson:
- None.
- This course will be approved by Illinois Community
- This course will carry the Illinois Articulation Initiative (IA

News Literacy concepts or skills to be incorpo
- Opinion base vs. Fact based
- Library Research
- Critical Thinking
- Problem Solving
- Data vs. Information
- VIA
- What drives…news, people, decisions, etc.
- The core concepts of News Literacy include: Know

1SMART is an acronym that reminds us our lesson can be more effec: Achievable, Realistic and Time-bound.