

Building Discerning Consumers

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This ten day unit is designed for second grade and can be adapted for students in third and fourth grades. Students will understand that individuals and families with limited resources undertake a wide variety of activities to satisfy their wants. Students will apply the concept that economic choices require the balancing of costs incurred with benefits received. This unit will develop critical thinking and numeracy skills by having students look at advertisements and discuss basic economic concepts. Using the primary teaching strategies that include Text Read Alouds, Estimation, Number Talks, and Problem of the Week, my goal for this unit is for children to have a firm understanding that many advertisements do not reveal all the costs of the products. Through a careful deconstruction of advertisements, students will examine how numbers are used in advertisements. They will seek out and find hidden costs in the offer details of several product commercials. By using quick mental math, children can learn how to become discerning consumers and make smart choices about what they want and what they need.