



Professional Development

Winter Institute

**Explore Microeconomic Concepts through
Interactive Scenarios**



Presented by: Susanna Pierce McConnell
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About Me

Susanna McConnell



AP Microeconomics Teacher, Curriculum Consultant, Master Teacher

Susanna Pierce McConnell is a curriculum consultant, Master teacher for the Council of Economics Education, on the Teacher Advisory Board at Marginal Revolution and an AP Economics at Westlake High School. She strives to make teaching and learning meaningful for teachers and students. In her past 16 years in education, she has taught social studies in the US and abroad, participated in Harvard's Globalizing the Classroom Fellowship, and has traveled with US teachers to schools in Japan and South Africa on two remarkable Study Tours. Susanna founded the Teacher Innovation Academy on her high school campus where she facilitated PD for 6 years for 30 educators who strive to share best practices through innovation. Susanna earned degrees in Spanish and International Economics and her Master of Arts in Teaching from Trinity University in San Antonio. Her greatest joys are finding the many connections of economics to the real world, traveling, speaking Spanish, and spending time with her family.

Agenda (CST)

9:45: Overview + Check In

9:50: Markets: Small Group Discussion

- Explore, Breakout Room, Debrief

10:25: Market Structures: Whole Group

- Explore, Discuss, Debrief

10:55: Wrap Up and Questions





What city are you in, years of experience, and your favorite part about teaching economics?

Susanna: Austin, 16, real world application

Let's Connect:
SEL

Add your
response in the
Chat box!





Interactive Activities: Discussion Formats

Objectives

- Participants will:
 - explore microeconomic concepts through interactive strategies.
 - engage in breakout room discussions to dissect and understand core principles of demand and supply.
 - investigate market structures with a whole group discussion.
 - connect theory to the real-world by connecting to media and to each other.



Interactive Activities



EE

Activity #1: Market Discussion

Small Group Discussion: Round Table

- Resource Exploration (15 mins)
- Breakout Room Discussion (10 mins)
- Debrief (5 mins)

Activity #2: Market Structures Discussion

Whole Group: Socratic Seminar

- Resource Exploration (15 mins)
- Whole Group Discussion (10 mins)
- Debrief (5 mins)



Interactive Session #1: Markets

Steps: Small Group Discussion



The Messi Effect: Resource Exploration

Resources + Articles (5 - 10 mins)	Videos - (5 - 10 mins)	Podcasts (25 mins)
Business Today: Messi and His Fortune: Messi Bringing Money into MLS Forbes: The Messi Effect on US Soccer The Swirellen is Consumer: Dying For Messi Market Place: What Messi Means For Apple TV The Athletic: Lionel Messi Life Investopedia: 4 Ways Messi is Booming US NPR: Messi - Soul Artist Deal	The Messi effect: How adding 'the ... Bloomberg: Messi and Chicago YouTube: CNBC - Could Messi Supercharge MLS? YouTube: Messi Effect on MLS Soccer YouTube: NewsNation: Messi Effect on Miami Why is the World Cup important to ...	NPR Podcast: Messi Economic NPR Podcast: La Ultima Copa
Resource Exploration (5 mins) Resource Selected (must total 25 minutes)		
What interesting information did you read/watch/see?	How can you connect these ideas to the impact of Messi on marketing?	What are you now wondering about this topic?
What is most significant or interesting about your selected medium and why?		


Step	Time
1. Explore a resource independently (not podcast). Fill out the table.	15 minutes
2. Discuss your findings in a breakout room. Have a scribe take notes.	10 minutes
3. Share your insights with everyone.	10 minutes



Resource Exploration:



15:00

 The Messi Effect: Resource Exploration

Resources + Articles (5 - 10 mins)	Videos - (5 - 8 mins)	Podcasts (25 mins)
Business Today: Messi and Fifa Fortune: Messi Bringing Money into MLS Forbes: The Messi Effect on US Soccer The Guardian: Is Consumer Paying For Messi Market Place: What Messi Means For Apple TV The Athletic: Lionel Messi: Life Investopedia: 4 Ways Messi is Booming US NYTimes: Messi + Saudi Arabia Deal	The Messi Effect: How adding 'the ... Bloomberg: Messi and Chicago YouTube: CNBC: Could Messi Supercharge MLS? YouTube: Messi Effect on MLS Soccer YouTube: NewsNation: Messi Effect on Miami Why is the World Cup important to ...	NPR: Podcast: Messi Economics NPR: Podcast: La Ultima Copa
Resource Exploration (5 mins) Resource Selected _____ (must total 25 minutes)		
What interesting information did you read/see/hear?	How can you connect these ideas to the impact of Messi on markets?	What are you now wondering about this topic?
What is most significant or interesting about your selected medium and why?		



Breakout Rooms: Discuss.



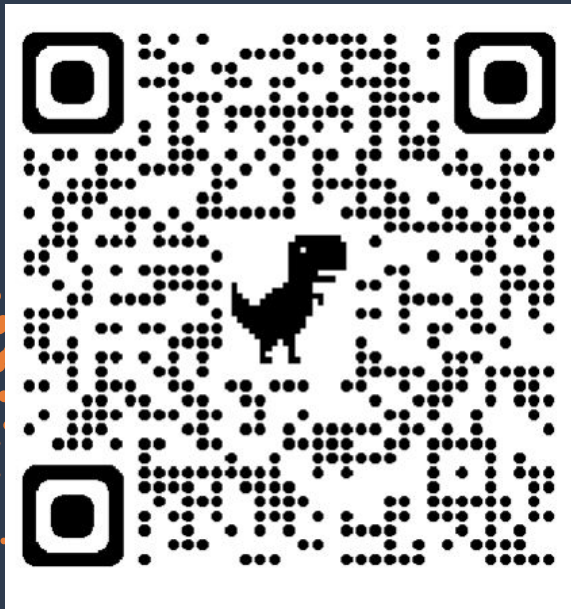
10:00

The Messi Effect Resource Exploration

Resources + Articles (5 - 10 mins)	Videos (5 - 8 mins)	Podcasts (25 mins)
Business Today: Messi and FIFA Excerpt: Messi Bringing Money into MLS Forbes: The Messi Effect on US Soccer The Guardian: Is Consumer Paying For Messi Market Place: What Messi Means For Apple TV The Athletic: Lionel Messi: Life Investopedia: 4 Ways Messi is Booming US NYTimes: Messi + Saudi Arabia Deal	The Messi effect: How adding 'the ... Bloomberg: Messi and Chicago YouTube: CNBC: Could Messi Supercharge MLS? YouTube: Messi Effect on MLS: Soccer YouTube: NewsNation: Messi Effect on ... Why is the World Cup important to ...	NPR: Podcast: Messi Economics NPR: Podcast: La Uffina Copa
Resource Exploration (5 mins) Resource Selected (must total 25 minutes)		
What interesting information did you read/see/hear?	How can you connect these ideas to the impact of Messi on markets?	What are you now wondering about this topic?
What is most significant or interesting about your selected medium and why?		



Debrief: What
insights did you
gain?

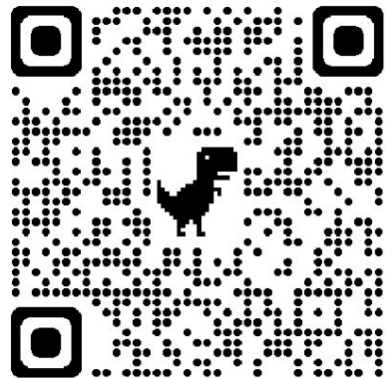




Interactive Session #2: Market Structures

Steps: Socratic Seminar

Step	Time
1. Explore a resource independently. Fill out the handout.	15 minutes
2. Pose your question to the whole group. Discuss and take notes.	10 minutes
3. Reflect - 3 word take-away.	5 minutes



A. **Background:** Choose 1 video OR 1 podcast connected to this topic. Then, use this document to help prepare you for our discussion.

Video	Podcast
<ul style="list-style-type: none"> Why Barnes & Noble Is Copying Loca... How Warby Parker Disrupted Then ... How Home Depot Became the World'... YouTube: Amazon vs. Walmart Can the music industry survive the s... 	<ul style="list-style-type: none"> NPR: The Case Against Facebook NPR: Printers Are the Worst NPR: Stadiums and Captive Audiences NPR: Big Tech AntiTrust NPR: Antitrust Standard Oil NPR: Apple NPR: Google NPR: SheIn Fast Fashion

Video/Podcast Chosen:

Important findings/data/details I read that made me curious:

B. **Reflection:** Respond to the following question in 2-3 sentences, based on what you heard in the video and podcast.

- What insights did you gain? **Highlight the specific example or quotes from the source.**

C. **Application:** Add 1 open-ended question you now have for your peers.

Question #1:

I watched/heard (name) _____ and it said (add quote)...

and I'm wondering...



Resource Exploration



A. **Background:** Choose 1 video OR 1 podcast connected to this topic. Then, use this document to help prepare you for our discussion.

Video	Podcast
Why Barnes & Noble Is Copying Loca...	NPR: The Case Against Facebook
How Warby Parker Disrupted Then ...	NPR: Printers Are the Worst
How Home Depot Became the World'...	NPR: Stadiums and Captive Audiences
YouTube: Amazon vs. Walmart	NPR: Big Tech AntiTrust
Can the music industry survive the s...	NPR: Antitrust Standard Oil
	NPR: Apple
	NPR: Google
	NPR: SheIn Fast Fashion

Video/Podcast Chosen:

Important findings/data/details I read that made me curious:

B. **Reflection:** Respond to the following question in 2-3 sentences, based on what you heard in the video and podcast.

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Question #1:

I watched/heard (name) _____ and it said (add quote)...

and
I'm wondering...



In Person Instructions

Overview

1. Only the inner circle may speak. Be respectful of those speaking in this circle.
2. You may ask questions, respond to questions, or connect to previous content. This is not a debate!
3. No student can leave the inner circle until he or she has had the chance to speak at least once and to finish speaking.
4. The outer circle must take notes about the conversation. If you want to add, connect, or link something in the fishbowl, tap someone out of the inner circle.

4



Full Group Discussion



Market Structure Discussion Preparation: In the Real World

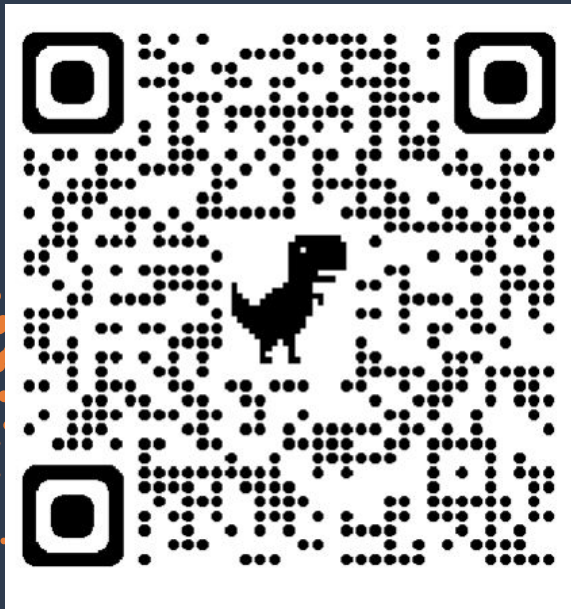
Socratic Seminar Discussion: Market Structures in the Real World

As you participate in the Socratic Seminar, take notes on the discussion about 5 ideas, thoughts, or questions you have. Then, a three word phrase to highlight your take-away of the conversation.

Insight	What insight did you gain? What thoughts do you have? What question do you have?
1.	
2.	
3.	
4.	
5.	
3 Word Take-Away:	



Debrief: What
insights did you
gain?





Thank You

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