**Praxis Paper**

The pedagogical tool that we have created is an interactive presentation that teaches some of the main concepts surrounding the marketing mix; the marketing mix is an analysis of the 4 P’s in marketing: product, price, place, and promotion. The tool that we have created is multimodal, combining images and key-words with dialogue providing important insights that can be made from each of the 4 P’s and relating each to the company McDonald’s.

One of the main concepts to keep in mind when using this multimodal tool is that “Differentiating learning through a variety of texts and instructional strategies… will actively engage all students in literacy and learning” (Richard T. Vacca, 2014). This interactive presentation takes this important concept into consideration, providing differentiated learning through the combination of different mediums of communication (sound, visual, written text). While some students may be able to learn concepts from a simple lecture format, presenting the information in a multimodal way will allow differentiated learning to occur and ensure that students are actively engaged in both literacy and learning.

It is important to keep in mind that literacy is constantly changing and evolving over time, and that literacy goes beyond just being able to read and write efficiently in a particular language. In order for students to truly grasp the material they are learning in their business class, they must become literate in this subject area in a multimodal society. Our presentation achieves this goal through the incorporation of such things as key-words, definitions, visuals, and graphs that all contribute towards the students’ literacy in the subject of business. Content area literacy is a very important aspect to consider when teaching, as content knowledge and content literacy go hand-in-hand with one another and must both be achieved for students to be successful. (Richard T. Vacca, 2014)

This interactive presentation not only teaches the students how to gain content knowledge related to business, but also provides students with a higher degree of business literacy, making lessons much more effective than the standard lecture. This pedagogical tool exemplifies the use of multimodal teaching and differentiated learning within the classroom, making it an exceptional learning tool to incorporate in any business marketing class.