

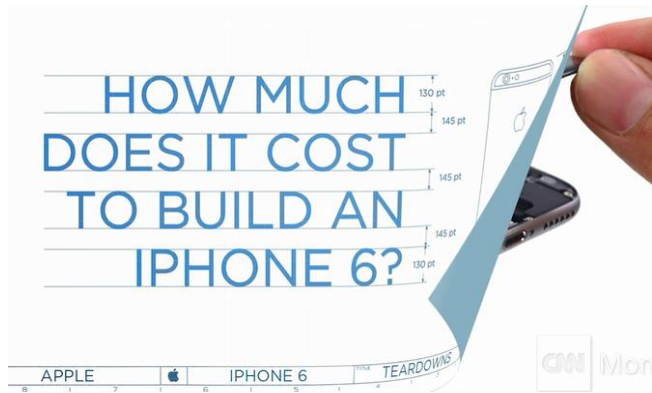
Apple sold 74.5 million iPhones in the last year, which is 46% more than the previous year. Therefore, 34,000 phones were sold per hour. Verizon sells the iPhone 6 for \$749.00 with no discounts.

1. According to the video and the Wall Street Journal statistics, what is Apples profit margin for the iPhone? Explain your solution.
2. How many iPhones is Apple selling per day/month?
3. How many iPhones did they sell in the previous year if they increased sales by 46% this year?
4. Write an equation and explain your solution.

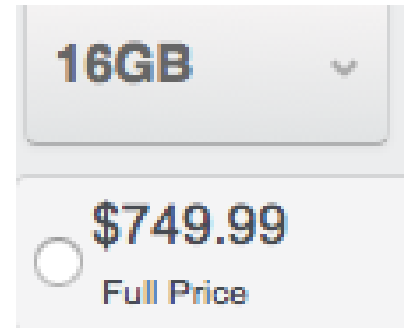
Common Core State Standards for Mathematical Content	Common Core State Standards for Mathematical Practice
<p>Standard: 7th</p> <p>Focus: Expressions & Equations (EE)</p> <p>Standard Letter: B</p> <p>Standard Number : 3</p>	<p><input checked="" type="checkbox"/> MP1 Make sense of problems and persevere in solving them.</p> <p><input checked="" type="checkbox"/> MP2 Reason abstractly and quantitatively.</p> <p><input type="checkbox"/> MP3 Construct viable arguments and critique the reasoning of others.</p> <p><input checked="" type="checkbox"/> MP4 Model with mathematics.</p> <p><input checked="" type="checkbox"/> MP5 Use appropriate tools strategically.</p> <p><input checked="" type="checkbox"/> MP6 Attend to precision.</p> <p><input checked="" type="checkbox"/> MP7 Look for and make use of structure.</p> <p><input type="checkbox"/> MP8 Look for and express regularity in repeated reasoning.</p>

<p>Set-up Phase: Close Read</p>	<p>Grouping Strategy: Shoulder Partner</p>	<p>Materials: <input checked="" type="checkbox"/>Pencil <input type="checkbox"/>Array <input type="checkbox"/>iPad <input type="checkbox"/>Number Line <input type="checkbox"/>Base Ten Blocks <input type="checkbox"/>Counters <input type="checkbox"/>Graph Paper <input type="checkbox"/>GeoBoard <input checked="" type="checkbox"/>Calculator <input checked="" type="checkbox"/>Whiteboards <input type="checkbox"/>Clickers <input type="checkbox"/>Ruler <input type="checkbox"/>Protractor <input type="checkbox"/>Compass <input type="checkbox"/>Dice</p>
<p>Explore Phase/Private Work Time: BUCK method to pull apart the prompt</p>		
<p>Explore Phase/Small Group Time: Roles</p>		
<p>Possible Solution Paths</p>	<p>Assessing and Advancing Questions</p>	
<p>Student can not get started</p>		
<p>Student answers correctly with an algorithm</p>		
<p>Student uses a guess or check method.</p>		

Possible Student Misconceptions	Redirecting Questions
Student solves by using an algorithm and makes a common mistake.	
Student uses the incorrect operation.	
Student uses mental math and makes an error.	
<p>Share/Discuss/Analyze: Select and Sequence students to present a variety of solution paths.</p>	
<p>Quick Write: Instruct students to write a letter to a classmate on how to complete the task in a step by step process.</p> <p>Summary: Fluency Quiz</p>	



iPhone 6 Task



Apple Statistics according WSJ:

Apple sold 74.5 million iPhones in the last quarter, which is 46% above a year earlier. That equates to more than 34,000 phones and hour. Verizon sells the iPhone 6 for \$749.00 with no discounts.

1. According to the video, what is Apples profit margin for the iPhone? Explain your solution.
2. How many iPhones is Apple selling per day/month?
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