April 7-11

**Description:** No other airline in the United States has earned as many Number one awards as Southwest Airlines. From its creation in 1966 with “go-go boots and candy kisses,” to on-going employee support activities, such as the “University for People,” you will see what makes this unique company work. Watch daily operations, pilot and flight attendant training, mechanical maintenance and safety procedures. Historical clips, interviews (including co-founder and CEO Herb Kelleher) and footage of airline activities and the national headquarters in Dallas tell the tale of the airline famous for peanuts, prices and people.

| M | Objectives: 1. To understand how the company was started. 2. To identify various career opportunities within the company. 3. To describe the “University for People.” 4. To examine the maintenance and engineering centers. 5. To follow the step-by-step process from check-in to take off. |  | **No School** |
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| T | **Hand out the Field Trip: Southwest Airlines Worksheet and Vocabulary Handout for students to fill in as they view the presentation. Show the History & Marketing segment of the Field Trip: Southwest Airlines presentation.** |
| W | **Show the Corporate Headquarters and Maintenance Center segments of the presentation. Using the What Do You Know Teacher Instruction Sheet, provide students with project requirements and due date. Then distribute the What Do You Know Project Sheet.** |
| TH | **Show the Flying and Conclusion segments of the presentation. Distribute the Field Trip: Southwest Airlines Crossword for homework.** |
| F | **Allow students to review, then administer the Field Trip: Southwest Airlines Assessment. Students should complete the Project and turn it in by the end of class.** |