

Combining History and Entrepreneurship Education Teachers Tip Sheet

Naming products and developing advertising campaigns to accompany them is one of the best ways to allow students to express creativity, discover language and writing skills, and even to delve into history.



In 1999, *Advertising Age* magazine launched a major project to chronicle the history of the twentieth century's advertising industry. The years from 1900 to 1999 were the age when advertising, trademarks and branding became not just powerful economic forces, but cultural forces as well.

Their year-long history research project involved the whole of the national *Ad Age* organization in an effort to document and tell the story of the twentieth century. The result was 136-page special edition of *Advertising Age* called "The Advertising Century."

A special link on the Ad Age web site, www.adage.com/century/index.html, has evolved into an interactive document covering 295 years of the primary events in the history of American advertising from 1704, when the first newspaper advertisement was published, to 1999 when Internet advertising reached the \$2 billion-a-year mark.

For teachers and budding entrepreneurs, some of the more interesting and meaningful content includes lists and articles outlining the 20th century's:

- Top 100 advertising campaigns
- Top 100 advertising people
- Top 10 jingles
- Top 10 slogans
- Top 10 advertising icons



It also includes a timeline of the century's most important advertising-related events.

You and your students can browse at leisure through the online version of the "Advertising Century" and learn about some of the advertising industry's most meaningful people, events, trends, issues, controversies and advertising executions.

Advertising from different eras is a window into societal norms, major political events, changing demographics, and shifting cultural influences. The classroom discussion that this can lead to can be rich and deep, and allows you to support and enhance their understanding of history and the social sciences.

Other advertising and trademark related web sites to consider include:

Ad Critic Web Site (Paid and Free E-Mail Subscription Services): <http://www.adcritic.com/>

Advertising Council: <http://www.adcouncil.org/campaigns/>

All About Trademarks: <http://www.ggmark.com/>

Branding: <http://www.brandchannel.com/start.asp>

Emergence of Advertising in America: 1850-1920: <http://scriptorium.lib.duke.edu/eaa/>

United States Patent and Trademark Office: <http://www.uspto.gov/>

