

CREATIVE TEACHING IDEAS

Lesson Plan Template

-----Section I: Basic Information-----

Author: Gwen Davidson

School/District: Hastings Public Schools, Hastings, NE

E-mail address: davidson@esu9.org

-----Section II: Lesson/Unit Plan-----

Lesson/Unit Title:

Advertising Assignment

Overview:

In teams of no more than three, students will produce three promotional ideas from the following list:

1. Write a news release for the newspaper using the proper format of heading, date, to, from, release date
2. Design a window display for a mall setting
3. Design a specialty media item
4. Design a billboard
5. Produce a 30-second radio advertisement
6. Design a direct mail advertisement
7. Produce a 60-second television commercial

Time Required to Complete the Lesson/Unit:

The computer lab will be available for two periods of in-class use; all other work needs to be completed as homework. A weekend will be included in the time between giving the assignment and when the presentations begin. In-class presentations will take two class periods.

I usually give this assignment on a Thursday and start student presentations on Monday and finish on Tuesday.

Grade Level:

11/12

Course:

Beginning Marketing or Entrepreneurship

Targeted NBEA Standards:

Students will be able to demonstrate their knowledge of the promotional mix including sales promotion, personal selling, advertising, and publicity.

Students will be able to define the differences between promotional media formats and design/produce an example of three different forms of promotion.

Students will be able to demonstrate their understanding of the promotion function of marketing.

Objective(s):

Objective 1: The students will be able to produce a newspaper advertisement or a television advertisement.

Objective 2: The students will be able to design a window display, specialty media item, a billboard, or a direct mail advertisement.

Objective 3: The students will be able to present their advertising idea to the class.

Objective 4: The students will be able to answer questions provided in the assignment worksheet about their proposed company, product and advertising idea.

Focus Question:

In your one-page description of your company and advertising idea, please address the following questions:

1. What type of product/products do you intend to sell and please give a brief description of your company.
2. Does the ad have any characteristics that might annoy people and contribute to poor public relations for the business?
3. Does the ad provide excitement?
4. Does the ad sell merchandise or services, or does it merely announce them?
5. Does the ad provide an opportunity for an adequate selling message?
6. Does the medium reach the largest number of prospects at the lowest cost per prospect?
7. Does the ad fit the type of business in terms of prestige and distinction?

The Lesson/Unit:

Handout to students

Independent Advertising Assignment

Marketing (Whatever class you are using this assignment)

Name: _____

A good advertising plan should help the advertiser tell people about the business, about the products and services for sale, and the benefits of buying from your business. It should also build customer confidence, attract new customers, keep present customers coming back and help make the business profitable. To accomplish all these objectives is not an easy task.

This will be a team assignment (no more than three team members). You will choose three of the following ideas and develop a separate promotion idea for each – the product or service can be the same for all of them.

The promotion ideas will need to be neatly displayed on suitable backing material with appropriate explanations as necessary. Below you will find the grading criteria.

The promotion ideas are:

1. Write a news release for the newspaper using the proper format of heading, date, to, from, release date,
2. Design a window display for a mall setting
3. A specialty media item (t-shirt, mug, etc.)
4. A billboard
5. A 30-second radio ad and play it on proper technology
6. Direct mail advertisement
7. A 60-second TV commercial show it on proper technology

Remember: you can choose your own subject matter but the promotion items cannot be illegal, immoral, or inappropriate for the classroom setting. All groups must present the teacher with an outline of what will be covered in their ads for approval of content by: _____

If you have questions, please ask your teacher.

This will be due: _____

Grading Criteria: total 200 points for this assignment

Content = 70 points (10 points for each question in the one-page description of your company and advertising ideas)

Neatness = 15 points

Following directions = 15 points

Rubric based on objectives 100 points (25 for each objective)

In a one-page description of your company and advertising ideas (3), please address the following questions: (each question is worth 10 points)

1. What type of product/products do you intend to sell and please give a brief description of your company.
2. Does the ad have any characteristics that might annoy people and contribute to poor public relations for the business?
3. Does the ad provide excitement?

4. Does the ad sell merchandise or services, or does it merely announce them?
5. Does the ad provide an opportunity for an adequate selling message?
6. Does the medium reach the largest number of prospects at the lowest cost per prospect?
7. Does the ad fit the type of business in terms of prestige and distinction?

Conclusion and Summative Assessment of Objectives:

| Objective | 25 possible points each |
|--|--------------------------------|
| The students will be able to produce a newspaper advertisement or a television advertisement. | |
| The students will be able to design a window display, specialty media item, a billboard, or a direct mail advertisement. | |
| The students will be able to present their advertising idea to the class. | |
| The students will be able to answer questions provided in the assignment worksheet about their proposed company, product and advertising idea. | |

Resources/Materials/Equipment:

Arrange for the computer lab to be in your classroom for two days (preferably a Thursday and Friday) then you can start presentations on Monday and Tuesday of the next week.

Ask students if they will need a school DVD, VCR, or tape recorder in the classroom for their presentations.

Modification/Variation Strategies:

You may need to subtract or add to this assignment depending on the level of students in your class or if they have special needs to accommodate.