

CREATIVE TEACHING IDEAS

Lesson Plan Template

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

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

Lesson/Unit Title:

Are You Affected by Advertising?

Overview:

The process of communicating information about your products and services to gain a profit is advertising. Advertising comes in many forms, such as newspaper ads, commercials, radio ads, or Internet pop ups. Not all forms of advertising are effective for all entrepreneurs; therefore they must determine the best method of advertising for their business.

Time Required to Complete the Lesson/Unit:

Lecture and Activity: 40 minutes

Activity outside of classroom: 1 day

Grade Level:

9-10

Course:

Entrepreneurship

Targeted NBEA Standards:

Entrepreneurship – Marketing –

A. Identifying the Market – Level 1

B. Reaching the Market – Level 4

Objective(s):

- *The learner will determine effective methods of advertising for businesses.*
- *The learner will discuss and elicit questions regarding advertising methods.*
- *The learner will evaluate advertising methods from businesses.*

Focus Question:

Are all forms of advertising effective for all businesses? Why?

Steps for the Lesson/Unit:

Step 1

Preassessment to the lesson:

Assign this activity one day before actually starting the lesson. This activity will help students elicit questions and answers throughout the lesson.

In the following activity the students will take a look at various forms of advertising and find out how effective they may or may not be.

How many times in one day do you come across advertisements? You may not realize it, but you are impacted by advertisements many times throughout one day (i.e. TV commercials, shows, billboards, transportation, radio, etc.). Your assignment is to find as many possible ways you come across advertisements in one day. Then decide whether you feel the advertisement was an effective method of advertising. (Example is on the next page.)

| Place of Advertisement | Company who Advertised | Is it an Effective Form of Advertising? |
|-------------------------------|-------------------------------|--|
| Student's shirt | Nike | Yes |
| | | |
| | | |
| | | |

Teacher Does:

The teacher discusses the promotion part of the marketing mix. Utilizing the table below, the teacher discusses the advantages and disadvantages, the prices of various marketing techniques, and the target market that is likely to use the various marketing forms.

Entrepreneurs must promote their business to attract customers to their products or services.

Advertising is a paid form of communication sent out by a business. Your advertising needs to communicate your marketing message. As entrepreneurs you must decide how you are going to communicate your message through the different advertising platforms. When choosing the advertising form to use, you must decide on what is most cost effective and the best way to reach your target market.

Advertising comes in many forms such as: television ads, newspaper ads, magazine ads, radio commercials, direct-mail, and even Internet pop-up ads.

Word of mouth is the least expensive form of advertising. But it can also be the worst form of advertising for your business. Customers can be positive and negative about various business experiences. Offering quality products and services, will give customers a positive image about your business and they will let their business experience be known.

Other forms of advertising such as direct-mail and Internet ads can be an effective form of advertising, but you must research the best way to the target market of your business.

Student Does:

The student needs to complete the chart below while the teacher lectures. The students will learn the advantages, disadvantages, costs and intended target market throughout the notes and discussion.

| | Newspaper | TV Commercial | Radio Commercial | Telephone Directly | Direct Mail Ad |
|---------------|-----------|---------------|------------------|--------------------|----------------|
| Advantages | | | | | |
| Disadvantages | | | | | |
| Cost | | | | | |
| Target Market | | | | | |

Conclusion and Summative Assessment of Objectives:

For an assessment activity the teacher can have the students complete the following activity. This activity will have the students analyze four different advertisements. If it works, the students should find advertisements from various sizes of businesses and use a variety of resources to find the ads, such as newspapers, magazines, and catalogs.

Now go through the local paper and find four advertisements from businesses. Answer the following questions:

1. What is similar in all the ads?
2. Where all the ads in black and white? Where some in color?
3. Why would a business want to have a color ad?
4. What where the sizes of the ads?
5. In your opinion, which ad was the best? Why?
6. Where there coupons included in the ad?
7. Why would a business offer coupons?
8. How much does it cost to run an ad in your local newspaper?
9. Do you feel an ad in the newspaper is worth the cost?
10. Find an ad that has the business' marketing message on it. What is the message?



Resources/Materials/Equipment:

Pens, Paper for notes

Newspaper, Magazines, catalogs and Pens for Assessment

Modification/Variation Strategies:

A variation could be to have the students also look at the advantages, disadvantages, and costs of Pop-Up ads on the Internet. Also, have the students research other forms of advertising.

Accommodation:

Accommodations may include only comparing two or three ads in the final assessment.

(See next Page)

| Analyzing Advertisements | | | | |
|--|--|--|--|---|
| Assessment Rubric | | | | |
| Category | Listed for 4 Ads (5 Points) | Listed for 3 Ads (4 points) | Listed for 2 Ads (3 points) | Listed for 0-1 Ad (1-2 points) |
| Advertisement Listed | | | | |
| Black and White Ad | | | | |
| Color Ad | | | | |
| Size of Ad | | | | |
| Coupons Included | | | | |
| Cost of the Ad | | | | |
| Marketing Message Included | | | | |
| Student discussed the similarities of ads | | | | |
| Total Points | | | | |