

Advertising

Written by: Doug Sylvester



Rainbow Horizons Publishing Inc.

Tel: 1-800-663-3609 | **Fax:** 1-800-663-3608

Email: *service@rainbowhorizons.com*

www.rainbowhorizons.com

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ADVERTISING

UNIT OVERVIEW

This unit is divided into two parts.

PART I - JUST THE FACTS (30%)

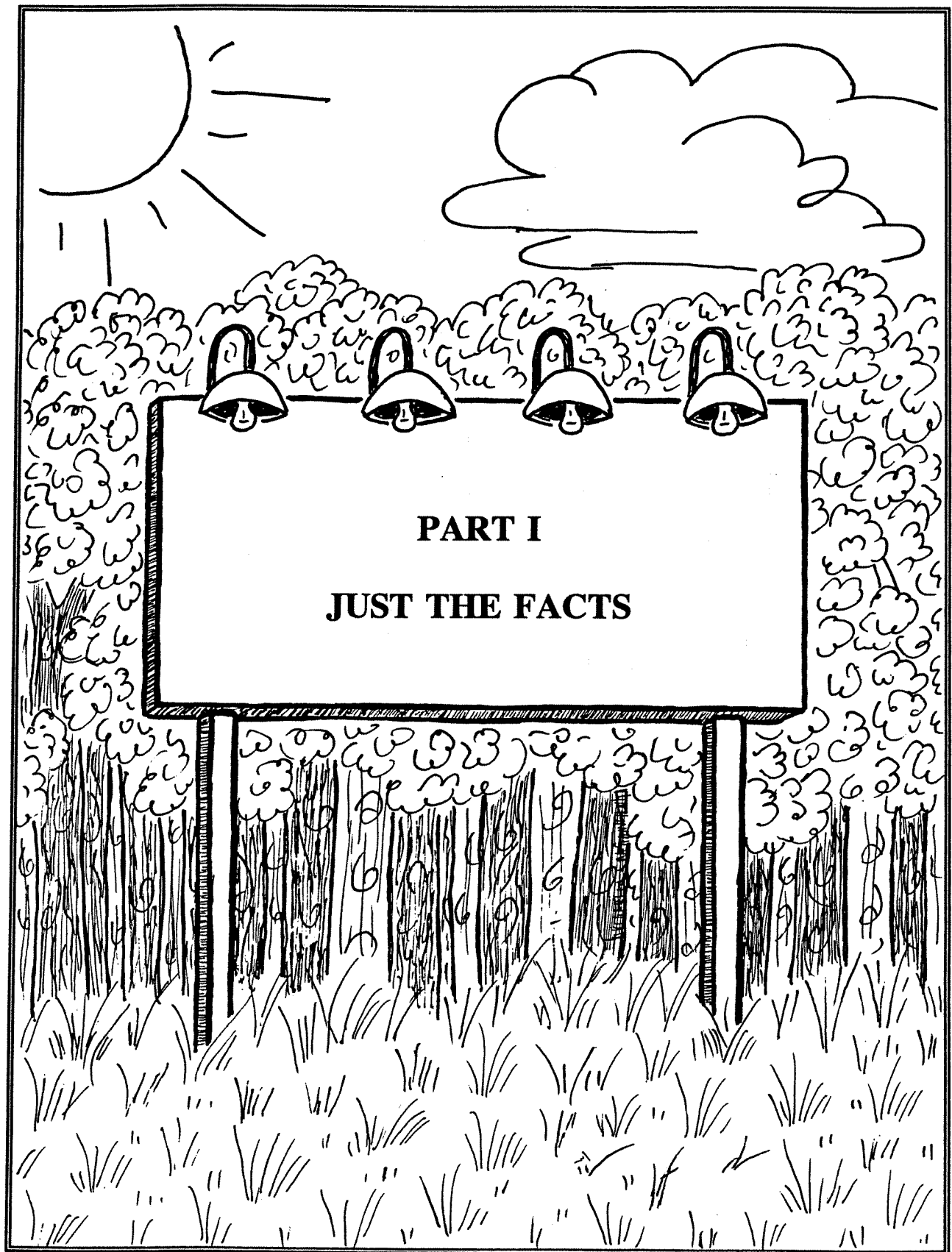
The first segment "**Just the Facts**" is a knowledge-based presentation of information using notes suitable for an overhead projector. (30 marks)

PART II - GROUP PROJECTS (60%)

The second, student driven section entitled "**Group Projects**", allows students to choose from a variety of assignments dealing with advertising using a contract format. (70 marks)
These assignments range from surveys and interviews to inventing and marketing a brand-new product. Cooperative group-work is encouraged in this section.

SUGGESTED TEACHING STRATEGIES





PART I - JUST THE FACTS

This section of the unit uses overhead notes to provide students with a base of information necessary for later assignments. Student tasksheets provide simple and fun assignments which follow with the notes. The six main lesson topics are:

- 1) WHY ADVERTISE?
- 2) THE ADVERTISING INDUSTRY
Big Business
Television and Radio
- 3) THE ADVERTISING INDUSTRY
Newspapers and Magazines
Market Research
- 4) ADVERTISING TECHNIQUES
- 5) STEREOTYPING AND ADVERTISING
- 6) REVIEW

The six assignments which relate to the main lesson topics are:

- 1) Product Recognition (Tasksheet)
- 2) T.V. Log - Funniest Home Videos (Tasksheet)
- 3) Product Survey (Tasksheet)
- 4) Advertisement Scavenger Hunt
- 5) Stereotypes - Quiz / Yabba Dabba Don't (Tasksheet)
- 6) Review Questions, Crossword Puzzle and Wordsearch