

# 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 contest 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.

**SAMPLE**

## **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. Ads - 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

## **LESSON #1 - WHY ADVERTISE?**

### **Student Objectives**

- Students will understand the main reasons why companies advertise.
  - 1) advertising increases sales
  - 2) advertising can be used as a tax deduction

### **Student Activities**

- Students complete Product Recognition Tasksheet.
- Students copy down notes on the topic WHY ADVERTISE? from overhead.

### **Suggested Teaching Strategies**

- The Product Recognition Tasksheet is a straight forward, introductory assignment designed to captivate student interest at the start of the unit.
- Challenge students to match as many products with the correct slogan in a 10 minute time period.
- It is best if students work individually on this assignment.
- After going over correct answers, put the notes on the overhead showing only the title "WHY ADVERTISE?" and encourage student answers to the question of why people advertise.
- After a brief discussion, students copy down the notes. (Dictating or writing the notes on the chalkboard will work, however, the overhead makes it much easier to give dirty looks to students not doing their work)
- If time permits, have students in small groups make up their own product recognition questions similar to the tasksheet. The teacher may want to compile these and use them next year.

## GROUP PROJECT OUTLINE

Choose assignments that add up to 70 marks and fill out the contract at the end of the outline. **Before** beginning the assignments discuss your ideas with your teacher. As well, your group can "negotiate" any other assignments that are not in the outline. Be sure to consult with your teacher before starting.

### 1. Questionnaire 15 Marks

Prepare and hand out a questionnaire or survey to at least 25 people. The questions could include:

- product recognition questions (Use products not covered in class)
- questions that ask opinions about advertising issues. (Should advertising be a legal tax deduction?)
- favourite TV shows, etc.

Include a 100 word report on the survey stating any trends or interesting things learned in the survey.

### 2. Just Say No 10 Marks

Should tobacco ads be allowed on TV?

Members of the group must present opposing views on this question. One member can argue for legalizing tobacco ads and the other can argue to keep tobacco ads off of television.

### 3. Sheer Numbers 15 Marks

Determine the amount of time spent on advertising in one hour of Prime Time Television. Calculate the time spent watching commercials by an average Canadian who watches 4 hours of television per day. Calculate for one day, one week, one year and for 75 years. Also include a pie graph that shows what percentage of viewing time is devoted to advertisements.

### 4. Advertising Rates 15 Marks

Write a letter to one TV station, one radio station and one newspaper to obtain information about their advertising rates and the cost of advertising with their station or newspaper. Include a brief summary of the information.