

Advertising for Business

Media Type: Microsoft® PowerPoint® Presentation

Duration: 126 slides

Goal: To understand the functions and types of advertising.

Description:

In this presentation, students will discover the innovative and complex field of advertising. Students will identify the various aspects of the advertising industry such as the methods and mediums used for advertising, the different forms of advertising, the process for calculating media costs and the importance of marketing and segmentation. Students will also will become familiar with the language commonly used in advertising and ultimately prepare an individual advertising plan.

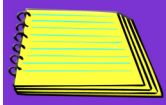
Objectives:

1. To create an advertising campaign.
2. To understand how advertising is used in business.
3. To identify the various types of advertising media.
4. To understand the components of a professional advertisement.
5. To learn the pricing methods associated with advertising costs.

Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Math	<i>Mathematical Figures and Concepts</i>	decimals; percentages; multiplication; subtraction; computation; budgets
Language Arts	<i>Application of Writing Skills</i>	editing/proofreading; descriptive writing; informative writing; organizing logical arguments; brainstorming; vocabulary enhancement
	<i>Analysis of Text and Literature</i>	drawing inferences and generalizations; correlating text events with personal experiences; organizational skills; creative thinking; expression of thoughts and ideas
	<i>Technology Applications in Literature</i>	utilizing document processing software; technology-based research
Social Studies	<i>Impacts of History, Government and Economics</i>	compare/contrast today and history; economic processes; role of government on society; demographics
Science	<i>Scientific Thinking and Investigating</i>	critical thinking; real world applications; analytical skills; collecting data; evaluate conclusions

Advertising for Business



Lesson Plan

Student and Teacher Notes are available to print in outline format. You can access these documents under the “Printable Resources” section. If student licenses have been purchased, an interactive version of the Student Notes is available in the “Interactive Activities” section. If printing the full PowerPoint® is desired, you may download the file and print the handouts as needed.

Class 1: Post at least 10 different advertisements on the board. Once students are seated, instruct them to close their eyes for 15 seconds. While student’s eyes are closed, remove the pictures. Once students open their eyes, ask them to identify which three advertisements they remember best. Conduct a short discussion about people’s attitudes toward advertising and the impact advertising has on society. Hand out the *Advertising for Business Vocabulary Handout*, *Customer Feedback Student Handout* and the *Cooperative Advertising Student Handout* for students to use as a reference material. Show the *History of Advertising* segment. Students should complete the corresponding *Assessment*. Introduce and explain the *Advertising Campaign Project*.



Slides
1-16

Class 2: Remind students to continue using the *Vocabulary Handout* as reference materials. Show slides 17 to 28 of the *Types of Advertising* segment. Students should begin the *Critiquing Advertisements Project*.



Slides
17-28

Class 3: Remind students to continue using the *Vocabulary Handout* as reference materials. Show slides 29 to 40 of the *Types of Advertising* segment. Students should complete the corresponding *Assessment*.



Slides
29-40

Class 4: Remind students to continue using the *Vocabulary Handout* as reference materials. Show slides 41 to 57 of the *Advertising Media* segment. Assign the *Ad Planning Activity* and allow students to begin.



Slides
41-57

Class 5: Remind students to continue using the *Vocabulary Handout* as reference materials. Show slides 58 to 77 of the *Advertising Media* segment. Students should complete the corresponding *Assessment*.



Slides
58-77

Class 6: Remind students to continue using the *Vocabulary Handout* as reference materials. Show slides 78 to 91 of the *Advertising Plan* segment. Students should begin the *Target Market Activity*.



Slides
78-91

Class 7: Remind students to continue using the *Vocabulary Handout* as reference materials. Show slides 92 to 109 of the *Advertising Plan* segment. Students should complete the corresponding *Assessment*. Distribute the *Advertising Industry Project* and allow students to work.



Slides
92-109

Class 8: Students should use the entire class to work on their *Projects/Activities*.

Class 9: Distribute the *Advertising for Business Final Assessment*. Students should use the remainder of the class to complete and turn in their *Projects/Activities*.



Lesson Links

Advertising.com

- www.advertising.com



Career & Technical Student Organizations

Business Professionals of America

- Graphic Design Promotion

Future Business Leaders of America

- Desktop Publishing
- Marketing

Advertising for Business



Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50616, Jack Davis, Vice President of Sales & Marketing, Horticulture Marketing
- iCEV50621, Renee Gonzales, Marketing Specialist, Mercedes Benz of Lubbock



Lab Activities

Ad Planning

Directions:

Students will read profiles of multiple companies and should list at least three specific forms of advertising which would best promote each product or company while still maintaining the company's goals.

Target Market

Directions:

Students will be given a list of products and will decide whether a company selling the product would want to define a target market using demographics, psychographics or geographics. Students will then decide on a specific target market for the product.



Project

Advertising Campaign

Directions:

Students will create a four-week advertising campaign for a business of their choice. The plan should include the following components: a one-page summary of the campaign, campaign objectives, a description of the primary and secondary target markets, a detailed list of the advertising media needed for the campaign, a media calendar which represents the reach and frequency goals of the campaign and a budget or cost analysis sheet.

Critiquing Advertisements

Directions:

Students will identify different advertisements and critique them based on the questions provided in the *Project* sheet.

Advertising Industry

Directions:

For this *Project*, students will write a two page research paper about the history of advertising. Students will research an advertising company which was started before the 1940s. Papers should include the following: when the company started, who started it, where it started and what kind of advertising they did (include if they marketed for any well known companies). Students should also compare and contrast the advertising industries then and now, talk about what they would do which is the same and different and if the company is not open anymore find an advertising company which is and compare to it to the one selected.