Activity 7:
How can we advertise?

Learning Objective

To enable the pupils to create an advertisement for their product or service.

Entrepreneurship Characteristics

Creativity

- Lateral Thinking - ideas generation
- Innovation

Relationships

- Working with others
- Communication

Learning activities

Using teacher provided samples of advertisements taken from magazines, TV, the internet etc. ask the pupils what they think is the purpose of advertising.

Pupils look at a range of adverts. Pose the following questions;

- *"What does this advert tell us?"*
- *"Which is the best advert?"*
- *"Why is it the best?"*

Adverts should catch people's attention right away. Invite pupils to share examples of adverts they remember. Ask them why they have they remembered these products? For example, colour, humorous, sound effects, music.

Ask the pupils to decide what a good advert for their enterprise project should include e.g.

- The name of the enterprise project
- The name of the product/service
- Information about the product/service and what makes the product/service special
- Information about how and where people can buy this product.

Activity 7:
How can we advertise?

Individually or in groups, pupils create simple but eye-catching posters for their product/ service. This is a good opportunity for peer evaluation. Ask the other pupils to give constructive feedback.

Discuss where best to display the posters so that the maximum amount of people will know about their product/service.

Learning outcome

Pupils will generate a range of simple ideas and begin to express opinions.

Resources needed

- Variety of advertisements from magazines • Art materials • ICT

Curriculum for Wales

1. Areas of Learning and Experience

Expressive Arts

- Creating combines skills and knowledge, drawing on the senses, inspiration and imagination.

Cross-Curricular Skills

Literacy

Speaking

- Purpose
- Collaborative talk
- Questioning

Listening

- Listening for meaning
- Listening to understand
- Listening as part of collaborative talk

Writing

- Planning and organising for different purposes, audiences and context.

Digital Competence

- Sourcing, searching and planning digital content
- Creating digital content
- Evaluating and improving digital content

Big Ideas Wales

Llywodraeth Cymru
Welsh Government