Enterprise TROOPERS

Activity 8:
How can we advertise?

Learning Objective

- To encourage pupils to think creatively.

Entrepreneurship Characteristics

Creativity

- Problem solving
- Innovation
- Lateral thinking – ideas generation

Learning activities

Give the pupils one minute to remember any adverts they have seen. Ask them:

- What made them memorable?
- What was the last advert you saw that made you want to buy the product?

Pupils collect different types of adverts from magazines and newspapers.

Pose the question: *"What are the different types/styles?"*

In groups, pupils sort the adverts into categories e.g. informative, attention grabbing, humorous. Ask the pupils to discuss *"Which are the most effective adverts and why?"*

Pupils use ICT or/and art materials to create different types of adverts related to their enterprise e.g.

- a poster for notice boards
- an advert in the school newsletter
- a flyer to give to parents
- a newspaper advert
- a label for their product(s).

Activity 8:
How can we advertise?

Using **Resource 8 'Creating an Advert' checklist**, ask the pupils to evaluate their adverts and discuss ways to improve them. They decide which designs and formats they will use to promote their enterprise project.

Pupils work in groups to prepare materials to promote their enterprise project.

Pupils prepare for the launch and marketing of their product or service.

Learning outcome

Pupils think creatively and evaluate the effectiveness of their work.

Resources needed

- Magazines and newspapers illustrating different types of advert
- Resource 8 'Creating an Advert' checklist
- ICT
- Interactive whiteboard

Activity 8:
How can we advertise?

Curriculum for Wales

Areas of Learning and Experience

Expressive Arts

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

Science and technology

- Design thinking and engineering offer technical and creative ways to meet society's needs and wants.

Cross-Curricular Skills

1. 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.

2. Digital Competence

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

Big Ideas Wales

Llywodraeth Cymru
Welsh Government