

# ADVERTISING TECHNIQUES

## KEY ECONOMIC CONCEPTS

- Advertising

## LESSON DESCRIPTION

Students will analyze various advertising techniques such as bandwagon, celebrity endorsement, etc. and present their findings to the class.

## TIME RECOMMENDATION

1 week

## RESOURCES NEEDED

Newspapers, videos of television advertising showing the techniques, Internet connection, PowerPoint software, poster board, media to make posters, video projector for projecting PowerPoint presentations, and computers; rubric for evaluations

## PROCEDURE

1. Introduce the different types of advertising techniques.
2. Have students work in pairs to examine newspaper, television and Internet advertisements to identify the types of techniques used; analyze the advertisements and prepare a PowerPoint or poster presentation explaining their findings. They may show the print ads either by scanning or by passing the ad around the classroom. The television and Internet ads may actually be shown when needed in their presentation or described on their posters.

## EXTENSION/ENRICHMENT

Assign students a specific product or service and have them develop their own advertisement.



## SUGGESTIONS FOR EVALUATION

Rubric with the criteria for an effective presentation and appropriate content

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