

TBF – Ku lepszej przyszłości – Edukacja jako miejsce promocji regionów Świętokrzyskiego i Abruzzo

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Lesson plan No. 1 / Students

Subject: Advertisement around us.

Introduction

Advertising has become an integrated part of our life playing an important role in making decisions concerning the choice of goods and services. The main aim of this classes is to familiarize students with MIX marketing - particularly promotion and advertising. Experience gained in this way will be used to develop an advertisement of an educational project. The following classes will show the need to undertake promotional activities accurate with the Code of Ethics of Advertising.

The aims:

Students/Participants:

- Name elementary advertising duties;
- Evaluate the impact of advertisement on doing shopping;
- Distinguish the main kinds of advertisement;
- Discover some basic gimmickies,
- Explain the way to create an advertisement, in accordance with the AIDA model.
- Analyze examples of advertising construction in accordance with AIDA model,
- Analyze examples of MIX marketing in practice.
- Become familiar with the Code of Ethics in Advertising.
- Present the work of a team.

Methods and Forms:

- chat,
- mini lecture supported by Microsoft PowerPoint presentation,
- asocjogram,
- didactic discussion,
- work with text,

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- homogenous work in small groups,
- varied work in small groups,

Teaching aids:

- **Attachment No 1.** The excerpt of the novel by LM Montgomery: *Anne of Green Gables*
- **Attachment No 2.** The pattern to develop asocjogram
- **Attachment No 3.** Examples of advertising construction by AIDA model.
- **Attachment No 4** The examples of the use of MIX marketing in practice
- **Attachment No 5** The Code of Ethics in Advertising.
- **Attachment No 6** Analysis of the advertising in terms of compliance with the Code of Ethics in Advertising.
- Microsoft PowerPoint presentation „*What is the advertisement of the XXI century?*”
- 2 posters one showing suitcase and the another basket.
- over head projector
- flipcharts, markers.
- self-adhesive slips
- A2 sheets of paper

Bibliography and netography

1. J. Czajkowska: „*Sprzedawcy marzeń*”, czyli co warto wiedzieć o reklamie. w: praca zbiorowa: *Moje dochody wydatki oszczędności. Edukacja ekonomiczna w scenariuszach lekcji.* ORE, Warszawa 2010
2. LM Montgomery: *Anne of Green Gables*, Nasza Księgarnia, Warszawa 1992, s. 213–215.
3. http://wyszperaj.com/reklamy-informator_dla_laikow.php
4. D. Michnikowski: <http://mbrokers.pl/marketing/public-relations/marketing-mix-4p>
5. P. Kaczmarek: <http://mbrokers.pl/marketing/reklama/rodzaje-reklam>
6. <http://sloownik.cneb.pl/definicja/AIDA.html>
7. <http://www.radareklamy.pl/ker-podstawowe-zasady-reklamy.htm>

Duration: 2 x45 min.