

LESSON PLAN

Financial Literacy in Grade 11 Technological Education - Communications Technology Communications Technology (TGJ3M)

Connections to Financial Literacy

Students develop advertising strategies for various businesses. Looking at different components of communications technology (e.g., marketing, production, design), they determine the most effective strategy for the specific target market of the business. When making recommendations about advertising strategies, students also consider the cost and environmental impact of the various advertising methods.

Curriculum Expectations

B. Communications Technology Skills

B1. apply project management techniques to develop communications technology products effectively in a team environment

B1. Project Management

B1.1 describe the roles that are required for effective management of team-based projects (e.g., scheduler, budget controller, secretary/coordinator) and apply coordination techniques (e.g., meeting regularly to review progress and make decisions, forming task groups to deal with special issues)

B1.4 use a variety of techniques (e.g., comparing outcomes to specifications) to evaluate the results of the project management process

C. Technology, The Environment, and Society

C1. describe the impact of current communications media technologies and activities on the environment and identify ways of reducing harmful effects

C1. Technology and the Environment

C1.1 describe the impact of current communications media technologies on the environment (e.g., increased energy consumption, disposal of electronic equipment and batteries, noise pollution, electromagnetic interference, RF pollution, chemical and other wastes associated with paper production)

C1.2 describe environmentally responsible practices that can be used to reduce the impact of communications technologies on the environment (e.g., recycling or finding new uses for obsolete equipment, disposal of batteries as toxic waste, using energy-efficient equipment and turning off equipment that is not being used, recycling of toner cartridges, use of recycled paper)

Learning Goals

By the end of this lesson, students will be able to:

- make recommendations about the most effective, cost effective and environmentally responsible methods to advertise considering diverse target markets.

Sample Success Criterion

- I can make recommendations for the most effective advertising method considering also the cost and environmental impact of my recommended advertising method.

Instructional Components and Context

Readiness

- Understanding of demographics and specific target markets
- Understanding of pre-press in the printing industry
- Basic knowledge of types of advertising media
- Organizational and time management tools

Materials

- **Advertising RAFT Assignment**
- **Advertising RAFT Assignment Checklist**
- **Advertising Research Note-taking Chart**

Websites with information about local newspapers' advertising rates. Listed below are a number of sites relevant for the Ottawa area. Revise the list to reflect local advertising sites.

- <http://flyerland.ca>
- <http://www.ottawacitizen.com/about-ottawa-citizen/advertising/faq.html#q4>
- <http://www.ottawacitizen.com/about-ottawa-citizen/advertising/with-us/advertising-web-trends.html>
- <http://www.ottawacitizen.com/about-ottawa-citizen/advertising/specs/rate-card.html>

Websites that include information about their rates for online advertising such as:

- http://www.theweathernetwork.com/advertising/advindex/?cid=advertise_with_us

Terminology

- Principles of design
- Colour effectiveness
- Demographics

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Minds On

Whole Class or Groups of 3-4 → Determining the best way to advertise a business

In groups of 3-4, students determine the best method of advertising for three businesses. They consider cost, effectiveness, and environmental impact of different methods of advertising. The three businesses are:

- a home improvement store
- a grocery store, and
- a travel agency that sells trips to warm and sunny destinations

Within each group, students select roles that are required for effective management of the project (e.g., manager, recorder).

Students record what they know about their business' product on chart paper. Ask students to consider the following questions:

- Who is the primary target market for this type of business? Give reasons for your answer.
- What would be the best way to reach this target market?
- What would be the most cost effective way to reach this target market?
- What would be the most environmentally responsible way to reach this target market?

Brainstorming Stations:

- Groups post their chart paper with their responses.
- Groups rotate through each station, adding to the lists created by other groups.
- When students return to their home station, they examine the information added by other groups.
- Groups summarize the information on the chart, (e.g., delete trivial or repeated information, replace lists with a single word or phrase).
- Guide a class discussion as each group shares its summaries with the class. Clarify any misunderstandings about client information, demographics, costs to advertise, environmental issues, etc.
- Post the summaries as references.

Connections

Guiding Question

What information can you use to determine the target market for a business?



A_{for}L Assessment for Learning

Assess students' understanding of target markets and effective advertising for specific target markets by observing students' responses in their brainstorming sessions.

A_{for}L Assessment for Learning

Observe students' skills at assuming various roles required for effective management of the project.

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Action!	Connections
<p>Groups of 4-6 and Individual → Advertising RAFT</p> <p>Students investigate advertising forms for newspapers, printing (flyer or pamphlet) or internet advertising.</p> <p>Provide students with a copy of the Advertising RAFT Assignment in which students select a role and gather information to make recommendations for the best strategy to market the business reviewed in the Minds On activity.</p> <p><i>Note:</i> Explain that the RAFT differentiates according to student interests (Role/Topic and Format) and learning style. Regardless of their choices, each student will demonstrate achievement of the same learning goals. Consider the criteria that are listed in the Advertising RAFT Assignment checklist and co-establish additional success criteria for the product together.</p> <p>Students select their Role, Format, and Topic from the Advertising RAFT Assignment and form a group with others who have selected the same topic. In these groups, students brainstorm ideas for their clients' measures of effectiveness for these advertisements – how you know whether you have met your client's goals, (e.g., by the number of purchases? hits on the internet?). They generate a list of questions that need to be answered in order to make recommendations about the methods/marketing of advertising. The group brainstorms where they might find the information to answer these questions.</p> <p>Students work individually, to take notes and gather required information, using the Advertising Research Note-taking Chart or a method of their own design, (e.g., cards, hand-held recording device, mind map).</p> <p>Circulate and provide feedback as required. Provide guidance and support as needed on summarizing information in a text and/or video, (e.g., photocopy material, have students read and then highlight what they perceive to be the important information). Conference to review and provide feedback on information highlighted.</p>	<p>Guiding Questions How can you strike the right balance between effectiveness and cost effectiveness of an advertisement? Why is it sometimes justifiable for a business to spend more on advertising? Why do some businesses work to reduce their impact on the environment?</p> <p> Differentiated Instruction Students select their Role, Topic and Format based on interest and learning style.</p> <p>A^{as}L Assessment as Learning Co-construct success criteria for the RAFT with students.</p> <p>A^{of}L Assessment for Learning While consulting with students, provide feedback as required to ensure shared understanding of success criteria.</p> <p> Differentiated Instruction Support students to select a note-taking method that best reflects their learning style.</p>

Consolidation	Connections
<p>Pairs → Peer Assessment</p> <p>Students share their RAFT products with a partner or small group of peers.</p> <p>Peers provide feedback using their Advertising RAFT Assignment Checklist based on the criteria. They make suggestions for improvement.</p> <p>Students refine their product, considering the feedback they received based on the success criteria and hand it in to the teacher for evaluation.</p> <p>Extension</p> <p>Students revisit the brainstorm of target markets and produce a RAFT appropriate for a target market not addressed in the initial RAFT.</p>	<p>A^{as}L Assessment as Learning Students peer assess each others' products based on co-constructed success criteria.</p> <p>A^{of}L Assessment of learning Assess students' learning using products of their RAFT assignments and co-constructed success criteria.</p>

Advertising RAFT Assignment

You work at an advertising company and your client (a home improvement store, a grocery store, or a travel agency) has asked you to make recommendations about an advertising campaign. They are considering using any or all of the following forms of advertising:

- Internet
- Newspaper advertisement
- Flyer
- Brochure

Your client:

- would like recommendations regarding the best strategies to use to advertise their business
- wants a reasonable estimate of the costs of the different forms of advertising
- wants to use the most effective advertising strategy possible while still minimizing their impact on the environment

1. Consider your interests and your style of learning and choose one of the following roles: Graphic Designer, Marketing Consultant or Advertising Purchaser. Regardless of your choice of role, your audience will always be the same – a team of executives from the company. The topic you choose will depend on the role you choose. For example, if you are a graphic designer, your topic will be colour, size, and layout. You are free to choose whichever format you would like.

2. Please see me if you would like to create a new role, topic, or format.

3. In your role:

- describe how you would use each advertising method, (e.g., internet, newspaper, brochure or flyer) to effectively advertise your client's business
- provide information about the relative costs of each method, (i.e., the most expensive method and the least expensive method)
- provide a recommendation for the best way for your client to advertise, considering effectiveness of the method, cost, and environmental impact

Role	Topic	Audience	Format
Graphic Designer	Consider the primary target market for your client's business and make a recommendation to your client about the best colour(s), size, and layout to use to reach this target market. Include information about the relative costs for the different options that you recommend, (i.e., most expensive and least expensive options).	Your audience is your client – executives from a company who have hired you to advertise their business (i.e., home improvement store, grocery store, or a travel agency).	Choice of: • Presentation software (e.g., Photoshop Elements, Publisher, Powerpoint, Prezi) • Brochure • E-mail message with attached report • Written report • Poster presentation
Marketing Consultant	Provide detailed information to your client about the demographics of their target market including age, gender, average income level. Include recommendations about they type of advertising that you think would appeal to this demographic and the relative costs.		
Advertising Purchaser	Considering the target market for your client's business, make a recommendation to your client about the best places to advertise, (e.g., which newspaper(s); which section(s) of the newspaper; frequency of flyer delivery). Include information about the relative costs for the different options that you recommend, (i.e., most expensive and least expensive options).		

Name: _____

Advertising RAFT Assignment Checklist

1. Is there information about the range of options for each method of advertising:

Method of Advertising	Are options for each method of advertising explained? (Yes or No)	Comments
Brochure		
Flyer		
Newspaper		
Internet		

2. Is there information about the relative costs of the different options? Yes ____ or No ____

Comments:

3. Is there information about the environmental impact of each of the different options? Yes ____ or No ____

Comments:

4. Is there a recommendation about which option would best meet the client's needs? Yes ____ or No ____

5. If any additional success criteria are co-established with the class and teacher, list them here:

- a.
- b.
- c.

Name: _____

Advertising Research Note-taking Chart

1. Measure of Effectiveness

How will your client judge whether your advertisement has been effective, (e.g., by the number of people who come into the store, the number of purchases, the number of hits on the internet, etc.)?

- _____
- _____
- _____
- _____
- _____

2. Information on Graphic Design Options

Advertising Format	Recommendation: (Requirements to meet client needs)	Reasons for Recommendation
Brochure		
Flyer		
Newspaper		
Internet		