

Lesson Plan – Planning Effective Advertising

Course Title: Marketing

Session Title: Planning Effective Advertising

Performance Objective:

- Upon completion of this lesson, the student will be able to define advertising and explain the purpose of an advertising campaign.

Specific Objectives:

- Students will define product advertising and brand advertising and distinguish between the two types.
- Students will describe the major roles of an advertising agency.
- Students will describe the process of setting objectives, determining the budget, and developing the creative strategy.
- Students will describe the different types of media and the factors that must be considered when selecting which media to use.

Preparation

TEKS Correlations:

This lesson, as published, correlates to the following TEKS. Any changes/alterations to the activities may result in the elimination of any or all of the TEKS listed.

- **124.32(c)(3)(A)**
...explain the marketing concept.
- **124.32(c)(26)(A)**
...identify types of advertising media.
- **124.32(c)(26)(B)**
...differentiate between product and institutional advertising.
- **124.33(c)(26)(C)**
...identify and evaluate elements of an advertisement.

Interdisciplinary Correlations:

English:

110.42(b)(6)(A) – Vocabulary Development

...expand vocabulary through wide reading, listening, and discussing.

110.42(b)(6)(B) – Vocabulary Development

...rely on context to determine meanings of words and phrases such as figurative language, idioms, multiple meaning words, and technical vocabulary.

110.42(b)(7)(F) – Reading/comprehension

...identify main ideas and their supporting details.

110.42(b)(7)(G) – Reading/comprehension

...summarize texts.

110.42(b)(7)(J) – Reading/comprehension

...read silently with comprehension for a sustained period of time.

Economics:

118.2(c)(8)(B) – Economics

...analyze how financial institutions affect households and businesses.

Teacher Preparation:

References:

1. Marketing, Third Edition, James L. Burrow, Southwestern Cengage Learning
2. Marketing Essentials, McGraw Hill
3. USA Today and local newspapers

Instructional Aids:

1. Planning Effective Advertising PowerPoint presentation
2. Independent Practice Assignment #1 – Product and Brand Advertising
3. Oral Presentation Rubric: Product and Brand Advertising
4. Independent Practice Assignment #2 – Cost of Advertising
5. Oral Presentation Rubric: Cost of Advertising
6. Extension Assignment #1 – Television Commercial Project
7. Video –Preproduction Rubric: Television Commercial Project
8. Extension Assignment #2 – Newspaper Advertisement for a Local Business
9. Newspaper Advertisement for a Local Business Rubric
10. Internet

Materials Needed:

1. Construction paper
2. Scissors and glue
3. Poster Board
4. Current newspapers and magazines

Equipment Needed:

1. Computers for students to complete projects
2. Projector for PowerPoint presentation
3. White or chalk board

Learner Preparation:

1. Give students 5 minutes to write the description of an advertisement that they have recently seen on television. Conduct a class discussion on which advertisements were chosen and what made the advertisements memorable. OR...
2. Ask students to bring advertisements from magazines and newspapers to use as an introduction for this lesson. Class discuss will focus on the message of the advertisement, target market, gimmicks, and overall quality of the commercial.

Lesson Plan

Introduction (LSI Quadrant I):

1. Ask students how they learn about new products, services, and businesses. Then ask students which form(s) of media include advertising that has the

greatest influence on their purchase decisions. Then explain how large sums of money and time are spent on advertisements to get the attention and money of the target market. Or...

2. Large sums of money are spent on advertising by large corporations like Coca Cola and BMW. Ask students to conduct research using the Internet and *Advertising Age* to find the financial statements and the amount of money spent on advertising. Students will share their finding with the class. Or...
3. Ask students to visit the website for Sea World in San Antonio. Sea World also has a television advertising campaign. Ask students what messages are being conveyed by the Sea World advertisements.

Important Terms for this Lesson:

- product advertising-gives the benefits of a specific product or service and relies on rational arguments why a customer should buy it
- brand advertising-aims to build an image
- corporate advertising-advertising for a company
- advertising agency-a company that specializes in creating advertising
- account executive-the key liaison between the client and the agency
- account planner-talk to the target market to learn about this group
- media plan-detailed listing of where and when ads will run
- media planner-develops the media plan
- art director-background in design or fine art and is responsible for how the ad will look
- copywriter-writing background and writes the words in the ad
- producer-facilitates everything that happens after the client agrees to develop an ad or campaign
- advertising plan-document that outlines the activities to be completed and resources needed to create advertising
- advertising campaign-series of related advertisements with a similar look, feel, and theme that centers on a specific product, service, or brand
- creative strategy-how a company positions its brand or product in its advertising
- strategic brief-short document that defines the target market and articulates the main message of the advertising
- reach-total number of people who see an ad
- frequency-number of times a member of the target audience is exposed to the advertising message
- lead time-amount of time required to place an ad

Outline

Outline (LSI Quadrant II):

Instructors can use the PowerPoint presentation, slides, handouts, current events, the Internet, and note pages in conjunction with the following outline.

MI	Outline	Notes to Instructor
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- I. Explain the Two Approaches to Advertising
 - A. Product advertising
 - 1. gives the benefits of a specific product or service
 - 2. relies on rational arguments why a customer should buy the product
 - B. Brand advertising
 - 1. aims to build an image
 - 2. uses common elements to define what a product or company stands for and to give it a personality in the minds of consumers
 - C. Corporate advertising-advertising for a company

A. Many information commercials advertise new products to lose weight, prepare food, repair scratches, etc. The product advertising focuses attention on why consumers would benefit from purchasing the product.

B. Coca Cola and BMW are examples of brand advertising. BMW is the “ultimate driving experience” and Coca Cola is the “real thing.”)

- II. Advertising Agency-company that specializes in creating advertising
 - A. Account executive-key liaison between the client and the agency
 - B. Account planner-spend time talking to the target markets and conduct research in focus groups
 - C. Media plan-detailed listing of where and when ads will run
 - D. media planner-person who develops the media plan
 - E. Art director-responsible for how the ad will look
 - F. Copywriter-has a writing background and writes the words in the ad
 - G. Producer-facilitates everything that happens after the client agrees to develop an ad or campaign

Advertising agencies are hired and expected to produce unique advertisements that will result in sales.












III. Advertising Planning Process

- A. Advertising plan-document that outlines the activities to be completed and resources needed to create advertising
- B. Advertising campaign-a series of related advertisements with a similar look, feel, and theme that centers on a specific product, service or brand
- C. Steps in the planning process
 - 1. Set objectives
 - 2. Determine the budget
 - a. what you can afford
 - b. percentage of sales
 - c. competition matching
 - d. objective and task
 - 3. Develop the creative strategy
 - a. how a company positions its brand or product in its advertising
 - b. strategic brief-short document that defines the target market and articulates the main message of the advertising
 - 4. Select the media
 - a. types of media
 - television
 - radio
 - outdoor
 - direct mail
 - magazines
 - newspapers
 - Internet
 - b. cost
 - c. reach-total number of people who see an ad
 - d. frequency-number of times a member of the target audience is exposed to the advertising message
 - e. lead time-amount of time required to place an ad
 - f. creative, brand, and corporate fit

- A. The advertising plan depends heavily on the amount of money budgeted.
- C.2 Advertising is expensive so it is important to have the best communication for the most reasonable price.
- C. 4 Ask students to consider the list of advertising media and give a pro/con for each type of advertising. List the pros/cons on the board.

Copy and paste Multiple Intelligences Graphic in appropriate place in left column.

								
Verbal Linguistic	Logical Mathematical	Visual Spatial	Musical Rhythmic	Bodily Kinesthetic	Intra- personal	Inter- personal	Naturalist	Existentialist

Application

Guided Practice (LSI Quadrant III): The teacher will give students examples of product advertising, brand advertising, and corporate advertising. The teacher may use products or companies such as Coca Cola, Cadillac, Hilton, Southwest Airlines, to demonstrate campaign strategies.

Independent Practice (LSI Quadrant III): Note to Instructor: May to want select one or more of the following Independent Practice Activities as Time Permits

1. Students will search newspapers, television commercials, billboards, radio ads, and other forms of advertisement to find examples of product advertising and brand advertising. Students should use video tape, audio tape, and copies of advertisements to share their findings with the class.
2. Use the Independent Practice Assignment #1 to divide the class into groups of three students and have each group act as an advertising agency that has been given a new assignment to create brand advertising for a new energy candy bar called Extra Mile. Each group must develop a five-minute oral presentation for their client on the elements they would choose to create a brand for Extra Mile. The advertising team must describe colors, designs, and music for their advertising campaign and what kinds of people would be used in the commercials. The team presentation must describe the desired target market response to the advertisement. The team presentation must describe the personality of the product.
3. Use the Independent Practice Assignment #2 to assign students the task of researching the cost to air a 30-second television advertisement on network and cable television, a radio commercial, full-page magazine advertisement, and a newspaper advertisement for a new car. Students will list the advantages and disadvantages for each form of advertising. Students will present their findings to the class in the form of an oral report.

Summary

Review (LSI Quadrants I and IV):

Q: Explain the difference between product advertising and brand advertising.

A: Product advertising gives the benefits of a product or service and provides at least one product attribute as a reason to buy the product. Brand advertising aims to build an image by defining what a product or company stands for and giving it a personality in the minds of consumers.

Q: What are the major positions at an advertising agency?

- A:** The major roles include account executive, account planner, media planner, art director, copywriter, creative director, and producer.
- Q:** What are the four common methods of determining an advertising budget, and which one is usually the most effective?
- A:** The four common methods of determining an advertising budget are (1) what you can afford, (2) percentage of sales, (3) competition matching, and (4) objective and task. Strategy #4 is usually the best.
- Q:** What are the five primary considerations in selecting the types of media for an advertisement?
- A:** The five considerations are cost, reach, frequency, lead time, and creative, brand, and corporate fit.

Evaluation

Informal Assessment (LSI Quadrant III):

1. Instructor will observe students during Independent Practice assignments, class discussion, and PowerPoint discussions.
2. Instructor will assist individual students as needed.

Formal Assessment (LSI Quadrant III, IV):

1. The first Independent Activity will be evaluated as a completion grade. Students must show relevant examples of product and brand advertising.
2. Use the Oral Presentation Rubric: Product and Brand Advertising to evaluate the Independent Practice Assignment #1 creating brand advertising for a new energy candy bar called Extra Mile.
3. Use the Oral Presentation Rubric: Cost of Advertising to evaluate the Independent Practice Assignment #2 determining advertising costs in various media for a new car.
4. Use Video Preproduction Rubric to evaluate Extension Assignment #1 developing a 30-second television commercial.
5. Use Newspaper Advertisement for a Local Business Rubric to evaluate Extension Assignment #2 creating a newspaper advertisement for a local business.

Independent Practice Activity 1 - Teams of Two Students

Directions: Search newspapers, television commercials, billboards, radio ads, and other forms of advertisement to find examples of product advertising and brand advertising. Use video tape, audio tape, and copies of advertisements to share your findings with the class.

Independent Practice Activity 1 - Teams of Three Students

Directions: Your advertising agency has been given a new assignment to create brand advertising for a new energy candy bar called Extra Mile. Your team must develop a five-minute presentation for the Extra Mile client to describe the elements about the brand that your advertising agency would emphasize. Your agency must describe the colors, designs, and music for this advertising campaign. You must also describe the types of people you would use in your commercials. Your advertising agency must describe the desired target audience response to your advertising campaign. You must explain the personality of your product. Your advertising agency has five minutes to present the plan to your client (class) in the form of an oral presentation.

Independent Practice Activity 2 - Teams of Two Students

Directions: Conduct research to determine the cost to air a 30-second television advertisement on network and cable television, a radio commercial, full-page magazine advertisement, and a newspaper advertisement for a new car. List the advantages and disadvantages for each form of advertising. Your team will present your findings for this project to the class in the form of an oral presentation.

Oral Presentation Rubric : Product and Brand Advertising

Independent Practice Activity 1

Student Name: _____

CATEGORY	25	20	15	10
Enthusiasm	Facial expressions and body language generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat faked.	Very little use of facial expressions or body language. Did not generate much interest in topic being presented.
Preparedness	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, but it is clear that rehearsal was lacking.	Student does not seem at all prepared to present.
Content	Shows a full understanding of the topic.	Shows a good understanding of the topic.	Shows a good understanding of parts of the topic.	Does not seem to understand the topic very well.
Comprehension	Student is able to accurately answer almost all questions posed by classmates about the topic.	Student is able to accurately answer most questions posed by classmates about the topic.	Student is able to accurately answer a few questions posed by classmates about the topic.	Student is unable to accurately answer questions posed by classmates about the topic.

Total Score _____

Maximum 100 Points

Oral Presentation Rubric : Cost of Advertising Presentation

Independent Practice Activity 2

Student Name: _____

CATEGORY	25	20	15	10
Preparedness	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, but it is clear that rehearsal was lacking.	Student does not seem at all prepared to present.
Enthusiasm	Facial expressions and body language generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat faked.	Very little use of facial expressions or body language. Did not generate much interest in topic being presented.
Comprehension	Student is able to accurately answer almost all questions posed by classmates about the topic.	Student is able to accurately answer most questions posed by classmates about the topic.	Student is able to accurately answer a few questions posed by classmates about the topic.	Student is unable to accurately answer questions posed by classmates about the topic.
Presentation of Information	Accurate dollar amounts are presented and research sources are indicated.	Dollar amounts are realistic but no references are indicated.	Dollar amounts are 50-75% accurate when conducting additional research.	Dollar amounts have no references and are inaccurate according to further research.

Total Score _____
Maximum 100 Points

Extension/Enrichment Assignment #1—Teams Consisting of Two or Three Students

Directions: Develop/tape a 30-second television commercial for a product, service, or business. Your team must classify the advertisement as product, brand, or company advertising. Your project will be evaluated using the related rubric. Alcohol, tobacco, and sexual devices cannot be advertised.

Extension/Enrichment Assignment #2—Teams Consisting of Two or Three Students

Directions: Select a business in the community and design an appropriate newspaper advertisement for the business. Your team must first meet with the business owner to determine the business's objective and target market. Then your team must determine what products, services, or business characteristics need to be advertised. Your team will present the advertising project to the class and the business owner. The project will be evaluated by the teacher and the business owner using the related rubric.

Newspaper Advertisement for a Local Business Rubric

Extension Activity 2

Student Name: _____

CATEGORY	25	20	15	10
Graphics	Graphics are in focus, are well-cropped and are clearly related to the business being advertised.	Graphics are in focus and are clearly related to the business being advertised.	80-100% of the graphics are clearly related to the business being advertised.	More than 20% of the graphics are not clearly related to the business being advertised OR no graphics were used.
Advertisement Layout	The advertisement has a headline that captures the reader's attention.	The advertisement has a headline that accurately describes the content.	The advertisement has a headline that accurately describes the content.	The advertisement is missing an adequate headline.
Purpose of Advertisement	90-100% of the advertisement established a clear purpose.	85-89% of the advertisement established a clear purpose.	75-84% of the advertisement established a clear purpose.	Less than 75% of the advertisement established a clear purpose.
Value of the Advertisement to the Business	The business is ready to use the advertisement in an actual newspaper.	The business will use the advertisement after a 20% makeover.	The business will use 50-75% of the advertisement content.	The business use less than 50% of the advertisement content.

Total Score _____
 Maximum 100 Points