



8.1 Creating the Advertising

La Publicidad

Lesson Plan for Grade 2 Unit 8, Lesson 1

OVERVIEW & PURPOSE

In this lesson, students will be introduced to the concept of advertising. This will provide them with an understanding of how businesses can reach potential customers, promote their goods or services, and build brand awareness. Students will also be engaged in using technology when creating their advertisements. By doing this, teachers will foster student engagement for auditory and visual learners as well as providing students with the opportunity to improve those invaluable digital literacy skills which are fundamental in modern life. By integrating these technologies into the regular curriculum activities, teachers will ensure that students are workforce-ready in more ways than one.

ADDITIONAL EDUCATOR BACKGROUND

After completing the Unit *Building context: What goods and services does our community need?* students need to create an advertisement for their business. They can have the option of making a video, business card, or paper poster ad. They can also try to do all of them if they choose to do it. Students need to create an ad because they will need them for their final project. Teachers can also choose to use a technology/method with which they feel most comfortable.

EDUCATION STANDARDS

Social Studies

G2.2.5 Recognize ways people depend on, adapt to, and modify the environment to meet basic needs.

OBJECTIVES

1. I can create an advertisement to explain the goods or services my business offers.// Puedo crear un anuncio para explicar los productos o servicios que ofrece mi negocio.
 - a. Success Criteria: I will be successful if I can produce an advertisement of my business.// Criterios de éxito: Tendré éxito si puedo crear un anuncio de mi negocio.

VOCABULARY (Word bank words)

1. **Goods:** objects you can hold, use, or consume.
Bienes: objetos que puedes sostener, usar o consumir.
2. **Services:** something that someone does for you.
Servicios: algo que alguien hace por ti.
3. **Advertisement:** it is a means of communication with the users of a good or service.
Publicidad: es un medio de comunicación con los usuarios de un bien o servicio.
4. **Customers:** a person that buys goods or services from a store or business.
Clientes: persona que compra bienes o servicios en una tienda o negocio.

MATERIALS NEEDED

1. [Creating the Advertising Slides](#)//**DL La Publicidad Slides**
2. [Canva](#) (Please make a copy of this)
3. Students iPads
4. [Business Card Samples](#)//**DL Business Card Samples**
5. [Commercial Script](#)//**DL Commercial Script**
6. Blank Paper (white, color)

ASSESSMENT OPPORTUNITIES

Formative and summative assessments

1. Formative Assessment: Class participation in the activity and reflections for understanding.
2. Summative assessment: Creating the ad for their business including business name, using the words goods and services, and description of what they sell.

ions within their communities.

ACTIVITY 1 (Suggested time: To be completed in one day, approx 45 mins)

Introduction 10 mins

Teacher starts the lesson by asking the students if they remember what goods and services mean. After answering any questions students have, teacher proceeds to view some business and identify if these places provide goods or services.

- *Please use the Creating the Advertising Slides for this.*

The teacher introduces the students to the learning targets and the concept of advertising by asking students if they have seen ads on TV, YouTube, Internet, etc. Then, teacher shows them what an advertisement looks like.

After teacher shows the example of an ad, teacher asks the students the following questions regarding their business:

- *Questions are on slide #11.*

Activity 30 mins

Teacher directs students to create an advertisement to explain the goods or services of their business.

- *Must include: Name of the business, a description of what it sells. Use the word(s) goods and/or services, and information of their business (days/times open).*

Students start working on their business ads, and teacher provides any support students need.

- *Students have the option of using Puppet Pals, iMovie, Canva, or Paper, PicCollage.*

**If students do not have any of these apps, they can download them from the AppCatalog on their iPads.*

**Please make sure students make a copy of the Business Cards Template on Canva - they need to click on file, make a copy, and they will have a copy of the template. If they don't make a copy, they will overwrite the previous template.*

- *Once students have finished their ad videos, posters, they have the option to post them on SeeSaw. Please note that this can be optional if Seesaw is not use in the classroom.*
- *Students need to save these ads because they will be using them later when they present the final project.*

Reflection/Conclusion

Teacher has students discuss what was easy or challenging about creating the ads and talk about how advertising can help share information in their community.

- Students review the key elements of community advertising and the importance of promoting positive aspects of their businesses in the community.

SOURCES

Information in the lesson slides came from the following websites:

Jenelle Moore Our Community Unit [Slides](#)

Google Maps Photos

Dictionary