

## **LESSON PLAN**

### **Marketing**

<b>High School</b>	Colegiul Economic 'Virgil Madgearu' Bucharest
<b>Level</b>	Advanced
<b>Area</b>	Marketing
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<b>Time</b>	3 hours

**1. WARM UP**

Mind maps are a good way of organizing your vocabulary. You can keep adding to them once you have started. Write down the words you associate with advertising. What does this word make you think of?

**2. READING**

Have you ever thought when the first ad was made? What do you think it advertised for? Write down your answer and then read the text.

The need to advertise has been common since the Prehistoric times. It is well-known that the economic relations among different individuals have been permanently present: spices exchange, value objects exchange. In the old times, among the preferred means to communicate the little “advertisements” we can mention the earth or grit stone plates, stone-carved inscriptions, wooden signs or people that were made to shout different announcements.

The archaeologists discovered earth plates of about 5000 years which showed the different persons’ occupation who dealt with document copying or oil selling. It is known that in the Ancient Times one of the most used communication means was the papyrus. It was used in case someone announced the offering of rewards for catching the run-away slaves. These papyri were discovered in the ruins of the Town of Thebes. It seems this was the preferred means to advertise in ancient Egypt. But as people are different from one another, so the way of advertising different products was different.

The ancient Greeks used to announce the arrival of the ships containing spices by paying people to shout about it all around the town. These advertising people were often accompanied by musicians who rendered the announcements they shouted more attractive. Unlike the Greeks, the Romans exhibited their products at the store’s entrance. Another way in which the Latins used to advertise were the stone inscriptions, found in the old town of Pompey. These used to present, among other subjects, the town tourism in order to attract the foreign travellers who were crossing their homeland.

Although advertising appeared 3000 years ago, the first laws and measures taken to stabilize this field were adopted only at the beginning of the 17<sup>th</sup> century in England where the sign size was limited and they were not allowed to be bigger than 8 feet. England can also boast about the appearance of the newspaper somewhere around 1622. The first ad appeared in 1625. The Germans first printed a mass-level advertisement in 1525, 100 years before the English. The advertisement promoted a miraculous medicine and was published in a pamphlet.

**3. TEXT COMPREHENSION**

Each nation had a contribution in the advertising area. Which nation had which contribution?

Romans	the first printed ad
Greeks	the first rules concerning advertising
Egyptian	used ads to attract tourists
Germans	they described products on papyrus
English	they paid people to announce the arrival of the ships carrying spices

**4. WORD FORMATION**

After reading the fragments in the boxes, explain in which way the nation names below were created?

Unlike the Romanian language, in the English language, the nouns and adjectives created from a country's name will be written with capital letters.

The most common way of obtaining the name of a nation is by adding the suffix "an" to the name of the country they live in. Ex: Romania - Romanian

The English ... ..  
The Americans ... ..  
The Germans... ..

**5. VOCABULARY DEVELOPMENT**

a. How many of the following words do you know? Were they in the text above? Why do you think these means of advertising weren't used by the Egyptians or Romans? Write down a few ideas and then read them to your other colleagues.

b. Complete the list with three more words concerning the advertising area. You will find them in the text.

Means of communication  
Advertising campaign  
Publicity  
Propaganda  
Poster  
USP

... ..

... ..

**6. WRITING**

Read the word list in exercise 5 again. Formulate 3 questions for which the words you don't understand are answers. Take the two questions in the box as an example:

a) **What is USP?**

b) **What is the difference between advertising and publicity?**

**7. DEBATE**

Ask your questions in front of the class. Were you able to get a response from your colleagues?

**8. WRITING**

After answering your questions, try to find a suitable answer concerning USP and the difference between advertising and publicity. Write down your personal answer to the two questions in exercise 6 below. Now read the answers written in the box?

.....  
.....  
.....

USP is an abbreviation for "Unique Selling Proposition". It is similar to a slogan, only it concentrates all that the add communicates.  
Advertising is a way of making a product known, by paying an amount of money. Publicity is like advertising for free, it makes your products to stand out from the crowd. And all that is without allotting any budgets at all.

**9. GRAMMAR**

Find examples of the Passive in the reading text. Now rephrase the following sentences using the Passive Voice. If necessary, read the rules in the box.

Form: BE + PAST PARTICIPLE  
Ex: The first Advertising Agency was founded by the Americans.  
THE PASSIVE ALLOWS US NOT TO MENTION WHO DID THE ACTION.  
EX: The ad was published in yesterday's paper.  
WITH VERBS OF SAYING, THINKING OR BELIEVING, WE CAN USE THE PASSIVE WITH AN "IT" CONSTRUCTION, TO AVOID EXPRESSING YOUR PERSONAL OPINION.( It is said that the Egyptians wrote ads on papyri.)  
ONLY TRANSITIVE VERBS CAN BE USED IN THE PASSIVE.

- a) The ancient Greeks paid people to announce the arrival of the ships with spices.
- b) The Romans made stone inscriptions to increase the number of tourists in Pompeii.
- c) The Egyptians used papyri to advertise for different products.
- d) The English adopted the first laws and measures concerning advertising.

## 10. LISTENING

After listening to the story of Frank T. Barnum try answering the following questions:

- Who was Frank T. Barnum?
- What was he advertising for?
- What “channels” did he use to make his business known?

## 11. VOCABULARY

Listen to the tape again. Pay attention. Note all the words related to advertising that you hear.

## 12. WRITING

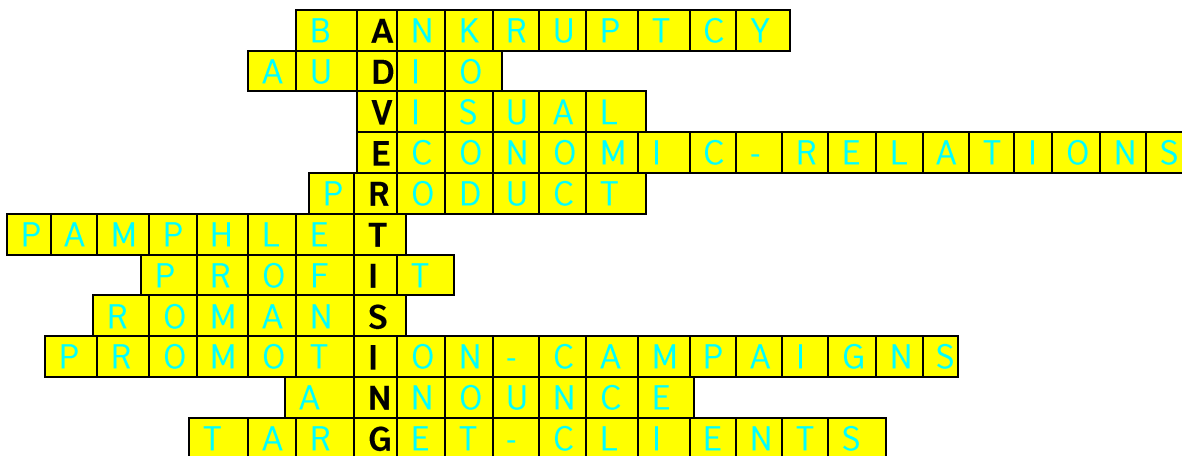
Imagine you were in Frank T. Barnum’s place. Write down your idea for promoting your business, using the means of advertising of the 19<sup>th</sup> century.

## 13. TEAM WORK

Work in groups. The groups will promote the same product. After writing down your ideas, choose a group leader to present them in front of the class. Every group will grade the other groups judging after the quality of their promotion ideas.

## 14. CROSSING WORDS

Write the meaning of the words in the word game!



1. Bankruptcy... ..
2. Audio... ..
3. Visual... ..
4. Economic Relations... ..
5. Product... ..
6. Pamphlet... ..
7. Profit... ..
8. Romans... ..
9. Promotion Campaign... ..
10. Announce... ..
11. Target – clients... ..

**15. FINDING A JOB IN ADVERTISING**

Having a CV below as an example, write down a list with the steps you should follow when creating your own CV.

**Personal details**

**Name** WILLIAM JONES

**Date of birth** 04<sup>th</sup> of May 1960

**Address** 43rd Piccadilly Street, London. Phone 555 –2367, E-mail: williamjones@rnd.uk

**Education** 1978 - 1982 University of Marketing &Advertising  
Cambridge  
**Doctor of Marketing & Public Relations**

**Professional experience** 1982 -1984 Bartlett Advertising Company, London  
**Copywriter**  
1984 – 1990 Ultimate Advertising Agency, London  
**Manager of the Creation Division**

**Languages** ENGLISH – Advanced  
FRENCH – Advanced  
JAPANESE – Medium level

**Hobbies** Reading, fishing, soccer

**16. FORMAL WRITING**

Now write your own CV after the model above.

**17. DEBATE**

Imagine you are the manager of an Advertising Agency. You placed an advertisement in the local newspaper and you asked those who were interested in the job you offered to send over their CV's. On what criteria you will make a decision about the people you will hire? How much does the resume weigh in your decision?

**18. ROLE PLAY**

Work in pairs. One is the employer; the other one is the employee. You're at an interview. The employee should try to answer the employer's questions, in order to get the job of his/her dreams.

**19. ESSAY**

You are in the year 2050. Imagine how the ads will look then. Make an essay of 250 words, in which you express your ideas!

Tape script:

America is the country where the first advertising agency appeared, in Boston, 1854, apart from Frank T. Barnum's legend, who was an inhabitant of the United States in the 19<sup>th</sup> century. He can be said to have laid the foundations of advertising. Since he was the owner of a circus and of a natural history museum, he had to promote them in order not to get bankrupt. Thus, he paid people to shout different announcements in the streets, he acquired advertising in the local newspapers, he gave pamphlets to the passers-by. As an example, he was in possession of only one hall in the museum and he decided to bring a European opera singer. Because this initiative was very expensive, Frank could not afford letting it go unnoticed, so he tried hard to promote this event. A month before this, he started to give people pamphlets that announced something important was going to take place, without specifying the exact event. He bought an entire page of a local newspaper where he announced the big cultural event. He laid big linen sheets on the museum wall, showing the same announcement. Finally, after having drawn the people's attention, he sold the tickets by auction, thus obtaining profit.

Although nobody had expected it in the first place, the opera show had an immense success. This happens to all products or services that have a successful promotion campaign which creates a connection between the product and the target clients.

Reading text author: Ochirosi Ana

Listening text author: Siretchi Andreea

Exercises authors:

Ochirosi Ana: ex. 1,2,5-8,11,12,15-17

Siretchi Andreea: ex. 3,4,9,10,15

Marusic Victor: ex. 13, 18

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