# Lesson 21 – Smart Car Marketing

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| The Big Picture – Why Is This Relevant? | Learning Objectives |
| * Considering different mediums for marketing and how the audience and purpose affect how we portray information | * Identify the major selling features of your vehicle * Create and present a promotional advert (eg PowerPoint, video) aimed at your stakeholders * Create and present a promotional advert (eg brochure, TV advert, Poster) aimed at your consumers |
| Engagement – How Can I Engage Learners? | Assessment for Learning |
| * Give Learners opportunity to look at adverts, either online videos or promotional material in magazines * Encourage Learners to look at using visual eg videos within their work | **Expected Progress:**   * Learners create marketing material for their car   **Good Progress:**   * Learners create marketing material which clearly shows that audience and purpose have been considered   **Exceptional Progress:**   * Learners have attempted a stretch task |
| Links to KS3 Programme of Study | |
| * undertake creative projects that involve selecting, using, and combining multiple applications, preferably across a range of devices, to achieve challenging goals, including collecting and analysing data and meeting the needs of known users * create, reuse, revise and repurpose digital artefacts for a given audience, with attention to trustworthiness, design and usability | |
| Key Concepts: | Key Words: |
| * Marketing * Audience * Purpose | * Marketing * Audience * Purpose * Advertise * Value Proposition |
| Differentiation | Resources |
| Some Learners will not want to present to an audience.  Ensure Learners work in a supportive nature and are aware of rules when criticising other people work. | * Lesson 21 ppt * Lesson 21 Activity Sheet * PC * Internet for research * Presentation Software * DTP Software * Audio/Video editing Software * Paper, Pens, Pencils |
| Lesson Flow | |
| * Introduce the Learning Objectives * Review the vehicle they have created * Make a point to review the prior work on branding and their SWOT analysis * Discuss the concept of audience and purpose * Show the video, get the Learners thinking about how this promotes the cars to the consumer * Share the Lesson Activity Sheet * Complete the table on features and media types * Ask the Learners to decide which adverts they are going to produce * Explain the software available * Give Learners an opportunity to create their promotional material * Encourage Learners to attempt the Stretch Tasks | |
| Making | |
| * Promotional material in a range of formats | |