

WHAT MAKES A GOOD ADVERTISEMENT?

CLASS INTRODUCTION

In turn introduce yourself using the following information:

- ✓ Name
- ✓ Age
- ✓ Job
- ✓ Address
- ✓ Hobby

Class Rules

1. Use English only
2. Practice speaking on a topic under the guidance of the teacher
3. Don't do personal things in the class



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Technical support



Use headphones



No speaker

1. **Vocabulary game:** Fill letters in the blanks to complete the words. Who gets the most correct words will be the winner.



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2. What are some ways to market a business?



3. Discuss the following question with your partner:

What are the main purposes of advertising?



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4. Role-play

A: You are running your own business and you want to promote your products. Talk with your friend who succeeded in product promotion.

B: You are A's friend. Tell him/her what makes an effective advertisement and how to promote the products.



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A top-down view of a white desk with a cup of coffee, a watch, and a pen. The cup is in the top left, the watch is on the right, and the pen is in the center. A white box with a black border is in the middle of the image, containing text.

Wrap-up

Topic: **What makes a good advertisement?**

- Have discussions about:
 - ✓ The main purposes of advertisement
 - ✓ What makes an effective advertisement
- **Please don't forget to rate our lesson today**
- Finish your homework [here \(It doesn't apply to all students\)](#)