**LESSON PLAN**

**WHAT MAKES A GOOD ADVERTISEMENT**

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| **Slide** | **Aims** | **Teacher** | | | **Students** | |
| **Action** | **Suggestions** | **Timing** | **Performance** | **Timing** |
| **Introduction (7 minutes)** | To let students get to know each other and their teacher | Teacher: - reveals some information about him/herself. - asks all students introduce themselves based on the information in the slide | Welcome class! My name is.. I’m … years old and I’m your teacher for this class. Now I would like you guys to take turn and introduce yourself using the following information.  Name Age Job The place you live Hobby | **40 seconds** | Introduce yourself using the following information.  Name  Age  Job  The place you live  Hobby | **1 minute/student** |
| To introduce the lesson | - Teacher introduces the lesson | The topic for the lesson today is: “**What makes a good advertisement”** and I hope after today’s lesson you will be able to express your ideas related to the topic fluently. | **20 seconds** |  |  |
| **Class rule (30 seconds)** | To let students understand the class rules | - Teacher reads three rules and makes sure the students understand all those rules. | Before starting today's lesson, here are three rules I want you guys to follow:  - Use English only - Practice speaking on a topic under the guidance of the teacher - Don’t do personal things in the class | **30 seconds** | Listen and follow the class rules |  |
| **Teacher - Student (16 minutes)** | To let students review the previous lesson and express their ideas about the topic with their teacher. | Question 1: Teacher explains the game, extend to the students some sentences using these words. | **Vocabulary game: Fill letters in the blanks to complete the words. Who gets the most correct words will be the winner.**  **Answers: BRAND**  **Objective, advertising, marketing, identity, product** | **1 minute** |  | **1 minute/student** |
| Question 2: Teachers  - asks all students in the class and know when to stop the student when they go off topic. | **What are some ways to market a business?**  Suggestions:   * **Create videos for your company.** * **Get your business in local newspapers, TV, radio, magazines.** * **Establish profiles on the major social media sites.** * **Distribute flyers.** | **1 minute** | Students will present, recounted experiences related to the topic (from 3 to 5 sentences) to apply the vocabulary, structures they have learned. | **1 minute/student** |
| Teacher fixes grammatical mistakes arise for students. | You will correct mistakes (grammar, vocabulary, pronunciation) which related to topic. | **2 minutes** | Listen and take note of teacher’s comments. |  |
| **Student - Student (21 minutes)** | To let students express their ideas relating to the current also the previous topics | Question 3: Teacher: - Lets students work in pairs  - Stops students politely when they speak more than the allowed amount of time. - Gives suggestions if necessary (write in chat box). | Ok let's start with question 3: you guys will work in pairs.  **Discuss the question with your partner: What are the main purposes of advertising?**  Answers:   * **The primary purpose of advertising is to sell the advertised product.** * **Let customers see how the products or services fit into their own life.** * **To sell the product by attracting the attention of people.** | **45 seconds** | Have a short conversation with a partner. | **1 minute 30 seconds /student** |
| - Corrects most common mistakes |  | **45 seconds** | Listen and take note of teacher’s comments. |  |
| Question 4: Role-play: students will apply the knowledge they have learned from the previous lesson to practice and act in the context. Teacher: - Explains the situation. - Lets student practice with their partner/classmate. - Gives suggestions if necessary - Corrects most common mistakes | In the last question, you guys will also work in pairs. Let’s choose one role and act it out with your partner in 3 minutes. - Read the situation for students. - Let two students talk with each other.  Suggestions:  **B: Tell A what makes an effective advertisement and how to promote the products.**   * **Connect with its audience.** * **Be memorable and easily recalled.** * **Provide information quickly and succinctly.** * **Get the attention of potential customers.** * **Make it seems urgent, give customers a reason to buy.** | **1 minute 30 seconds** | Summarize what you have learnt in last lessons | **1 minute 30 seconds /student** |

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| **Wrap-up**  **(30 seconds)** | Put things together | Let students have an overview of the aspects related to the topic they have discussed. | *- So, in today’s lesson, we have discussed…*  *- Finally, I kindly request you guys to open the Outline and click on the link on page 5 to practice more at home.*  *Link:*  <https://lmsvo.topicanative.edu.vn/u/login/?next=/activities/lesson/by-resource/5941a01e1ce6850448ab86dc/> | **30 seconds** | Listen to teacher. |  |