

Enterprise TROOPERS

Primary School Competition



Foundation Phase

Activity 7: How can we advertise?

Learning Objective

To enable the pupils to create an advertisement for their product or service.

Entrepreneurship Characteristics

Creativity

- Lateral Thinking - ideas generation
- Innovation

Relationships

- Communication
- Working with Others

Learning activities

Using teacher provided samples of advertisements taken from magazines, TV, the internet etc. ask the pupils what they think is the purpose of advertising.

Pupils look at a range of adverts. Pose the following questions;

- “What does this advert tell us?” • “Which is the best advert?” • “Why is it the best?”

Adverts should catch people’s attention right away. Colour, design and illustrations are used to persuade people to buy the product/service. TV/Radio adverts may also have sound effects, music, and even a jingle.

Ask the pupils to decide what a good advert should include e.g.

- The name of the ‘company’/enterprise project
- The name of the product/service
- Information about the product/service
- What makes the product/service special?
- Information about how and where people can buy this product.

Individually or in groups, pupils create simple but eye-catching posters for their product/service. Opportunity for peer assessment.

Discuss where best to display the posters so that the maximum amount of people will know about their product/service.

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Learning outcome

Pupils will generate a range of simple ideas and begin to express opinions.

Resources needed

- Variety of advertisements from magazines
- Art materials
- ICT

Curricular links

1. Foundation Phase Framework for Children's Learning

Creative Development

- Mix, shape, arrange and combine materials to create their own images that communicate and express their ideas creatively.

2. Literacy and Numeracy Framework

Literacy – Oracy across the curriculum

Developing and presenting information and ideas;

- Listening;
- Collaboration and discussion.

Literacy – Writing across the curriculum

- Organising ideas and information;
- Writing accurately.

