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|  | **Do Now**  *(10 minutes)* | **Direct Teach**  *(30 minutes)* | **Independent Practice**  *(30 minutes)* | **Homework**  *(20 minutes)* |
| **Monday** | Identifying Popular Slogans | *The student will be able to:*  **Explain** the importance of the advertising slogan.  **List** the key items that make a slogan or jingle successful. | What’s My Slogan?  Sing That Jingle | Introduction to Advertising Slogans Review Questions |
| **Tuesday** |  |  |  |  |
| **Wednesday** | Creating Slogans and Advertisements Quiz *(handout)* | *The student will be able to:*  **Identify** six different types of persuasive techniques used in advertising.  **Create** an advertisement/slogan using persuasive techniques. | Creating Slogans and Advertisements: Persuasive Techniques  Advertising Slogan Worksheet Part I (1 – 25) | Persuasive Techniques: Students will identify commercials for each of the six persuasive techniques. |
| **Thursday** |  |  |  |  |
| **Friday** | Analyzing Commercials Review | *The student will be able to:*  **Generate** ideas for a jingle for a product or service. | Advertising Slogan Worksheet Part II (26 – 50) | Student for Introduction to Advertising Slogans Quiz |

**Note:** None