|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **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 TechniquesAdvertising 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