

sk8art

Grade Level:

middle years to high school

Subject Matter:

team sports
language arts

Curricular Uses:

This lesson plan looks at these key words:
commercial, ad, acting, team, sports, marketing, advertise, video, script.

Materials/Resources

Required:

- video camera, television and VCR
- blank business cards
- computers with graphics and word processing programs and business card assistants or wizards/templates (optional)

Lesson Plan 16 – Sports Marketing

Overview:

This lesson plan encourages students to choose a sport and promote a real or imaginary team by creating press releases, business cards, and ads or commercials.

Learning Objectives:

- students will learn how to create positive publicity
- students will learn more about team sports
- students will develop oral and written language skills and share a finished product with peers
- students will follow a template to create business cards
- students will learn about the different purposes in advertising: to entertain, inform or persuade
- students will use technology to create a short ad or commercial

Procedures:

In this lesson, students create an advertising campaign for a new sports team. They might use techniques they have seen in ads and commercials, but they should not copy any they have seen. Demonstrate for students – if they do not already know – how to copy and paste graphics from the Internet into a document and how to scan those documents for later use. (Be sure students also know how to keep a record of sources for citation purposes.)

Discuss what a press release is and share one or two with the group. (You might use the website of a local sports franchise as a source of press releases.)

Provide or have students provide print ads for sports franchises in their area. Students might also research advertisements on the Web.

Discuss print ads and commercials students have seen. *Why are some advertisements more memorable than others? What techniques did the successful commercials use to promote a sport?* Have students place each ad or commercial discussed into one of the following categories:

- ads created to entertain
- ads created to persuade
- ads created to inform

Tell students they are going to create an *imaginary* team for any sport. Talk about some more unusual sports they might select – such as skateboarding, rock climbing, tumbling, and so on. You might even have them brainstorm a list of possible sports.

Students will:

1. name their team
2. create business cards for themselves in their role of public relations person for the team. (Students might use a computer program and scanned images for this activity.) Print a page of students' business cards and let them trade.
3. use a word processing program to create a press release for the team. That release might answer some of these questions: Where and when will the team play? Who are some of the key players? What are the team's strengths? Why should the public come to watch them?

Students should use spellcheckers and then print their press releases. Share students' releases by posting them on a board and reading them aloud. Discuss the strengths and weaknesses of the releases.

4. Arrange students into teams of 2 or 3; have each team create a commercial or ad promoting a team. Ads will be created in print (perhaps using a computer drawing program) or on poster paper. Commercials will be limited to one minute in length and can be videotaped or created using PowerPoint, etc. All script writing should be done ahead of time and rehearsed. Students might bring or create needed props. View the commercials and discuss the strengths and weaknesses in each.

Evaluation:

Students will be evaluated on their participation in group activities and discussion; use of time; ability to follow oral and written directions; and the originality of their business cards, press releases, and commercials or ads. Students also will be assessed on their spelling, grammar, teamwork, and presentation.

Credit:

- <http://www.education-world.com/> (lesson plan 033)

Extended Activity:

- Students might want to develop this into a major science fair project.
- See also lesson plan 6- "Opening a Skateboard Shop"