

Promoting Business Education



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Topic: Business Education Advocacy

Overview: Students will create promotional items for business education courses. The items will be shared and used around the school.

Time Required: Three class periods (50-60 Minutes)

Class 1: Brainstorming, Writing the script, and Learning the basics behind creating a video

Class 2: Edit videos

Class 3: Create posters

Materials required: Video editing software (Windows Movie Maker (free and is standard on all PCs), iMovie (free and is standard on all Mac computers), video camera, computer, internet connection, and a printer

Target Audience: Grade 10-12, Any Business Education Course

Cross-curricular Connections: Multimedia Productions, Law, Marketing, and Web Design

Lesson Objectives:

- ✓ Demonstrate proficiency in applying communication and technology skills.
- ✓ Demonstrate an understanding of marketing plans.
- ✓ Demonstrate respect for the opinions, ideas, and individual differences of others.
- ✓ Demonstrate an understanding of copyright laws.
- ✓ Identifies and discusses various forms of advertising.

Vocabulary:

Target Market- A specific group of consumers at which a company aims its products and servicesⁱ

Marketing- the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.ⁱⁱ

Copyright- the exclusive right to make copies, license, and otherwise exploit a literary, musical, or artistic work, whether printed, audio, video, etc.: works granted such right by law on or after January 1, 1978, are protected for the lifetime of the author or creator and for a period of 50 years after his or her death.ⁱⁱⁱ

Class Discussion:

Students should have an understanding about target markets, advertising, and copyright laws. Through the class discussion students may give examples of different types of advertising such as print, video, etc. It is important that the students are aware of copyright laws and understand the rules and regulations.

(Resource: <http://www.copyrightlaws.com/international/new-article-on-obtaining-copyright-permission-to-use-digital-and-online-content/>)

Teaching Activity:

This activity may be turned into a competition based on the number of “views” each video receives on YouTube.

Through discussion with the teacher, either individually or in groups, students will develop an advertising strategy for (*business education subject*) at (*name of school*).

Order of Operations for the Completion of the Project for the Student’s

1. Students should view various videos from YouTube or other online sources to generate ideas and brainstorm ideas for their video.
2. Students will create a script/storyline that promotes a business education subject to the students of their school. Storyline must be approved by the teacher before advancing to Phase 3.
3. Design a storyboard.
4. Create the video.
5. Design promotional materials that will be displayed around the school to gain support for their video (i.e. posters, QR codes, brochures, etc.)
6. Students will strategically name their video and upload it to YouTube, as well as place their posters/brochures around the school.

Examples:

Students may create a video and upload it to YouTube such as:

http://www.youtube.com/watch?v=-GTM8CUa868&feature=player_embedded

http://www.youtube.com/watch?v=gZ9EcTdvaI0&feature=player_embedded

The video may be promoted by creating posters with a QR code linking to the video:

**NOT SURE WHICH CLASSES
TO TAKE NEXT YEAR?**

Watch this...



QR Code Generators:

<http://qrcode.kaywa.com/> , <http://delivr.com/qr-code-generator> , <http://www.mobile-barcodes.com/qr-code-generator/>

Poem & Poster Promotions:

<http://businesseducationtoolbox.wikispaces.com/BusEd+Promotions>

Assessment:

Students may be assessed on their participation on the project, as well as the advertising strategy (number of “views” on YouTube).

ⁱ <http://www.entrepreneur.com/encyclopedia/term/82498.html>

ⁱⁱ <http://dictionary.reference.com/browse/marketing>

ⁱⁱⁱ <http://dictionary.reference.com/browse/copyright>