



Lesson 3 of 4

From Heart to Hands: Let's CHANGE Our World!

Marketing: Getting the Word Out

Time: 45 minutes + time to work on products

Materials: Press Release worksheet/Advertising worksheet, Sample Press Release
Rubrics for marketing products/press releases

Objectives: Students will apply effective marketing techniques to advertising products.

Introduction: (5 minutes)

1. Ask students how they find out that something is happening? What are different ways to 'market'?

Body: (30-35 minutes)

- 1) Hand out Press Release sheet. Read a sample press release—have students highlight the answers to the 5Ws.
- 2) Hold up different colors of paper, ask students what kinds of things they think that those colors might evoke.
- 3) Hand out Advertising Sheet, go over other elements (shape, line, words, size, neatness).
- 4) Go over marking scheme/rubric for each product.
- 5) Students begin work on products.

Closure:

Ask students if they can think of any other ways to get the word out—what can they do during the day when they're interacting with other students?

Evaluation:

Student discussion

Grade on marketing product