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Advertising on the Radio

Project: Research a vehicle and create a 30-second advertisement for the radio.

Matrix Category: Word processing, audio

Instructions for Students: Advertising is a way for merchants to both communicate information about the products and services they offer and make those products seem desirable to a potential customer. Advertising is all around us. Every day we are exposed to direct advertising in magazines, newspapers, television, radio, Internet, signage and more. Furthermore, indirect advertising or product placement is seen in movies and television shows when the characters are using the products as part of the script. If the hero in a movie drives a great car, and people who watch may see themselves as the hero if they purchase a similar car. This is a form of advertising in that it simultaneously communicates information about and makes people want to buy the product.

1. Choose a new car or truck that is currently in production.
2. Identify a target market who might buy it.
3. Research the manufacturer's website and make a list of information about the vehicle to use to promote the vehicle to the target market.
4. List 3–5 things about the vehicle that would appeal to the target market. For example, a small car might appeal to commuters who are interested in a vehicle that gets more kilometres per litre. Conversely, a person looking to buy a larger vehicle or a truck is likely to be more concerned with the size of the engine and the horsepower.
5. Write a 30-second radio advertisement.
6. Rehearse and record the advertisement.
7. Choose a time slot for the radio station to play the advertisement. The time slot will depend on when you think it will reach the target market most effectively. Using the example given earlier of commuters interested in fuel economy, the most likely time for them to hear the ad is during the morning or afternoon commute to work and back. The best time slots might therefore be 7–9 a.m. and/or 5–7 p.m.

Deliverables: Recorded advertisement, sound bite

Sound Bite: Listen to the radio at a specific time (one-hour slot) every day for five days. Make a list of the companies that are advertising at that time and one product that they are selling. Identify the target market for each product and write an explanation for why it might be advertised in that time slot.

| | Checklist | Marks |
|----------------|----------------------------------|--------------|
| Rubric: | List 3–5 things | 10 |
| | Write a 30-second advertisement | 20 |
| | Record a 30-second advertisement | 40 |
| | Appropriate choice of time slot | 10 |
| | Sound bite | 20 |
| | | Total |

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Crisis Management

Project: Examine companies during a crisis and discover how they responded. Use Voice Thread to hold a group discussion or create a presentation in Prezi.

Matrix Category: Presentations

Instructions for Companies have a crisis plan to deal with different types of crises.

Students: Crisis management details the company's initial response, communicating with the public how to solve the problem while maintaining the reputation and credibility of the company. The survival of the company may depend on how well it manages a crisis.

Locate examples of crisis management. Describe the crisis and how the company dealt with it. Did the company suffer short-term harm? Did the company recover and regain public trust? Some examples of crises are below, or you can choose one on your own (but remember, crises are not natural disasters):

- British Petroleum (BP) and the oil spill in the Gulf of Mexico
- Nike's use of sweatshop labour
- The Firestone and Ford tyre controversy
- Mattel and defective toys from China
- Ribena's false Vitamin C claims

After researching your chosen crisis, create a Voice Thread, adding images and comments to each photo to facilitate the discussion. Or, use Prezi to create a presentation.

Deliverables: Voice Thread or Prezi presentation, sound bite

Sound Bite: How could social media help or harm a company during a crisis?

| Rubric: | Checklist | Marks |
|----------------|--|--------------|
| | Voice Thread or Prezi Presentation | 50 |
| | Described the crisis and how the company responded | 20 |
| | Fully explained the topic and the outcome | 20 |
| | Sound bite | 10 |
| | Total | 100 |

Event Planning

Project: Use project management software to plan an event.

Matrix Category: Project management

Instructions for Students: Planning a party is one level of event planning, but event planning is also a career. Career event planners coordinate all the details of a variety of important occasions, ranging from conventions through concerts to dinners and fund-raisers. Imagine the planning involved in hosting an event such as the AFL Grand Final! You can see that event planners take on a range of responsibilities, both large and small.

To plan an event, consider the following basic steps:

1. Identify the overall goal and purpose of the event. For example, the purpose of a fund-raiser is to make money for charity, so a goal might be to increase donations from a previous year.
2. Carefully choose a team of dependable people and pick a project manager.
3. Determine the budget. Will ticket sales cover all of the expenses? If not, determine how to raise funds.
4. Create a list of tasks and a time-line. The list should be specific and comprehensive.
5. Choose a theme. Having a clear theme will help with the next step.
6. Choose a time and a place.
7. Decide how to promote the event. Good promotion will increase turnout and fundraising.
8. Establish who will complete each task and assign tasks to the team. Create a master calendar showing everyone's roles and duties.
9. Carry out the event by following the plans made in previous steps.
10. After the event, meet as a team to evaluate the process and learn from it. Discuss what went well and needed improvements.

For this project:

1. Come up with an imaginary event.
2. Choose a team from your class.
3. Pick a project manager.
4. Follow the 10 steps above using a project management application such as Zoho Projects.
5. Zoho Projects has nine major features. You may not need to use all nine. For this project, use at least three features.
6. Zoho Projects integrates with Gmail, Google Docs and Google Calendar. If you already have a Gmail account, it may be easier to access Zoho Projects through Google Apps.
7. Add your teacher as a member of the team and share all documents and correspondence.

Deliverables: Planned event, sound bite

Sound Bite: Create a promotion for the event, following the plan. For example, if you choose radio advertising, create a radio advertisement.

| Rubric: | Checklist | Marks |
|----------------|--|--------------|
| | Choose an event | 10 |
| | Choose a team | 10 |
| | Choose a project manager | 10 |
| | Follow 10 steps | 35 |
| | Use three features of Zoho Projects | 15 |
| | Share all documents and correspondence | 10 |
| | Sound bite | 10 |
| | Total | 100 |