



STAGE 06: Marketing Your Product

Students will determine the expense of creating a unit of their product and decide on a selling price to allow a profit. They will explore how to spread the word about their great new product, create advertising, and perform promotional material for various media. Students will also apply their imaginations and 3-dimensional thinking to creating sustainable packaging for their products.

- Lesson 1: Decide on a Price
- Lesson 2: Media and Audience
- Lesson 3: Promote Your Product
- Lesson 4: Packaging

LESSON 2 - Media and Audience

Overview:

Students are getting closer to the final goal when they will showcase their product!

But first, they need to define their audience so they'll know and learn about media as a way to reach that audience. This lesson helps students understand, explore, and communicate their ideas about preferences within their multi-cultural, multi-media environment.

Learning Goals

- Promote a food product
- Understand the idea of a target audience



Materials Needed

- Lesson Slides
- Included worksheet: Audience

Time Frame: 40min

Curriculum Expectations

Language

Strand A Literacy Connections and Applications

- A2.4 Demonstrate an understanding of the forms, conventions, and techniques of digital and media texts, and apply this understanding when analyzing texts
- A2.5 Demonstrate an understanding of the interrelationships between the form, message, and context of a text, the audience, and the creator

Agriculture/Agri-Foods Themes

- Grain-based products are not only tasty and part of a balanced diet, they are economically good choices.

Media Links

[Embedded in the slides](#)

What is Media? <https://youtu.be/FavihU8zrW0>

Wacky Media Songs: Media is Everywhere! <https://www.youtube.com/watch?v=QHCSf1MK-Bk>



Teaching Notes

<p>Slide 6: Minds ON!</p>	<p>Explain: the images represent different types of media. Each graphic shows a medium; together they are the media. When we say “media,” we mean all of the ways of spreading information, news, opinions, and ideas.</p>
<p>Slide 7: What is Media?</p>	<p>Lead a discussion about all the ways students receive information. Ask whether there are some in the video they were not aware of.</p>
<p>Slide 8: Types of Media</p>	<p>Continue the discussion about types of media. Ask if this list included some students had not been not aware of.</p>
<p>Slide 9: Purpose</p>	<p>Explain: “audience” means a group of people, like people in a theatre watching a movie, or people watching a game on TV, or people looking for a new restaurant.</p> <p>There could be more than one reason to reach an audience.</p>
<p>Slide 10: Audience</p>	<p>To clarify, prompt students to think about activities they do that have an audience—like hockey or dance.</p> <p>Their audience likes to watch hockey or dance. That is what the audience members have in common; they are part of the demographics for hockey or dance. Hockey players and dancers would form other demographics.</p>



<p>Slide 11: Media is Everywhere</p>	<p>This can be done just by sending students for a walk around the classroom. Media is everywhere!</p>
<p>Slide 12: ACTION Audience</p>	<p>Students will create advertisements to promote their granola bars.</p> <p>Working in business groups, define their target audience.</p> <p>They should ask themselves:</p> <ul style="list-style-type: none">• Who are you targeting to buy your bars?• Who will watch or read your advertisements? <p>Encourage them to be specific! Describe what they know about the life and interests of their audience.</p>
<p>Slide 14: Finger Poll</p>	<p>If students are lost, repeat slide 10 to begin to clarify.</p>

Assessment Resources. Coming soon!

Please check the STEMterprise webpage at <https://goodineverygrain.ca/ontario-farming-stemterprise/>

AUDIENCE

Granola Bar Advertisement



Which form of media will your advertisement be used in? (circle)

newspaper
magazine
book
radio

television
internet
social media

What kind of advertisement are you creating? For example, a poster.

Who is your audience?

What is the purpose of your advertisement?



Describe the demographics of your audience.

Age	
Race, culture, ethnicity	
Interests	
Language	

What kinds of images, messages, and colours will appeal to your audience?

Does your audience have any established ideas, beliefs, or concerns you should know about?