

A Note to Teachers



This lesson introduces students to more marketing concepts. They will continue learning about target audiences and different advertising mediums. They will work collaboratively to create promotional material for their business. Consider and plan how your students will create their ads—paper and pencil or tech? Students will use the *Advertising Planning Template (page 10)* of their [Pizza Shop Business Planning Booklet](#).

Time: Approximately 60+ minutes.

Completion time will depend on the length of ad design and peer feedback.

An optional [Career Connections Slides](#) is on the [last slide](#).

Feedback is essential for student growth and peer feedback helps students take ownership of their learning and improve their work. In this lesson, students will provide **kind, helpful, and specific feedback** to help their peers improve. Depending on how long you dedicate to ad design, you may need to schedule a separate block for the feedback portion.

Expectations



The Arts - Strand D Visual Arts

D1 apply the creative process to produce two-and three-dimensional art works to communicate feelings, ideas, understanding

D2 apply critical analysis to communicate responsive feelings, ideas, understandings

Language - Strand A Digital Media Literacy and Strand D Composition

A2.4 demonstrate an understanding of the forms, conventions, and techniques of digital and media texts, consider the impact on the audience, and apply this understanding when analyzing and creating texts

A2.5 demonstrate an understanding of the interrelationships between the form, message, and context of texts, the intended audience, and the purpose for production

D3.3 describe various strategies and tools that helped them communicate their intended message when publishing and presenting texts and suggest steps for future improvement as a text creator.

Transferable Skills:

- Critical thinking and assessment
- Problem solving

Agriculture/Agri-Food Themes:

- Understand the role of presentation of a product in the context of its reception by consumers (e.g., does packaging affect whether a consumer buys a whole grain ingredient or a processed good?)



Stage 3 Lesson 3: Designing Promotional Materials



Learning Goals



We can:

- View and evaluate a variety of promotional materials, such as flyers, posters, and social media posts.
- Work in our groups to plan how we will market our pizza business
- Create mock-up promotional materials and provide feedback to other businesses based on their understandings from this lesson.



Business Connection

How will this learning help our business?



Minds ON!

How will we get
people to buy
our pizza?



Choose the Medium of the Message



Choose the Medium of the Message

Work as a team to decide which advertising form would be most effective to reach your target audience.

Use the *Advertising Planning template* (page 10) in your Pizza Shop Business Planning Booklet.

STEMterprise Stage 2:
Pizza Shop Business Planning Booklet

Name: _____



Planning our advertisement

Think	Plan
Who is the target market?	
What are their interests?	
What are their needs?	
What are their behaviours?	
How can our message be clear?	
How can our message be persuasive?	
How can our message show the positives?	
Do we have our business name in the ad?	
Do we have our logo in the ad?	
Is our ad eye-catching?	
Other ideas...	

Design Your Advertisement

Next, your business team will design what your pizza promotional materials will look like.

Things to think about:

- 1) Who is your target audience? What are their interests, needs, and behaviours?
- 2) Message should be clear, persuasive, focus on the benefits of your product (e.g., healthy grains).
- 3) Needs to have your business name, logo, and be eye-catching.

Feedback

Keeping in mind the criteria we set for our pizza promotional materials, provide **2 Stars and 1 Wish** for each business group.

 Two Stars and a Wish Feedback for: _____	
	
	
	

The best
feedback is
kind, helpful
and specific.

Wrap Up

How do you think your logo and promotional materials will help your pizza business attract your target customers?



Check In – What's Next?





Career Connections



Promotion & Packaging

Making your pizza look great is an important part of your business plan. A [Food Photographer](#) and a [Food Stylist](#) are two careers that make food look as delicious as it tastes.

