TECH: Creating & Marketing a Commercial (Mktg)

Summary

This is a remake of the old Audio and Visual Commercial activity as a Marketing activity.

Time Frame

5 class periods of 45 minutes each

Group Size

Small Groups

Background for Teachers

The following are resources to help you teach the Marketing activity.

Instructional Procedures

Teaching Aids

Assessment Plan

Commercial Evaluation

Authors

Melvin Robinson
DALE STEPHENS