

LESSON 7

MARKETING & MEDIA

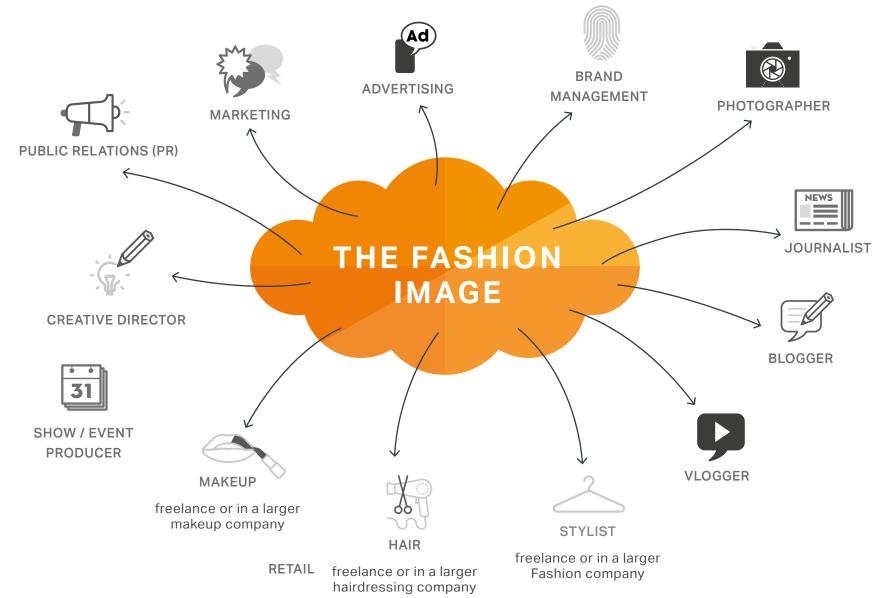
In this lesson you will:

- learn what marketing is and begin to understand the different marketing channels
- consider how to market your t-shirt and come up with a marketing plan





CAREERS MARKETING & MEDIA IN THE REAL WORLD





DISCOVER: PLANNING YOUR MARKETING CAMPAIGN

ACTIVITY 7A

Work out your marketing campaign activities using this template.

Make sure your customers know what you're selling and when.

Think about:

Press releases, invitations, an event, and how you communicate to your customers.

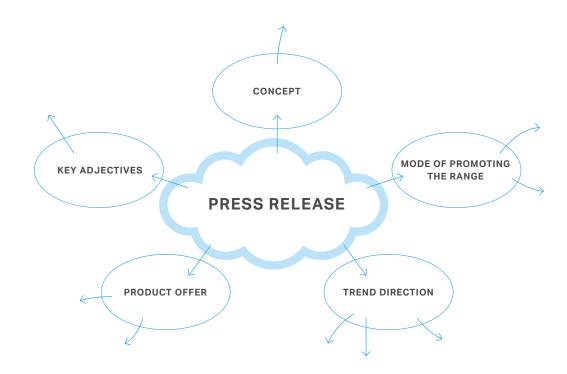
Month 1:	Month 2:	Month 3:	Month 4:	Month 5:	Month 6:
Activity:	Activity:	Activity:	Activity:	Activity:	Activity:



DISCOVER: PREPARING TO WRITE A PRESS RELEASE ACTIVITY 7B

Press release mind map

Use this page to plan your press release, using your own mind map.





DISCOVER: WRITING A PRESS RELEASE

ACTIVITY 7C

Use this page in your workbooks to write your press release, using your mind map from activity 7B and any images you have found.	
nave round.	



EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM ACTIVITY 7D

Look at the different typography in the museum:

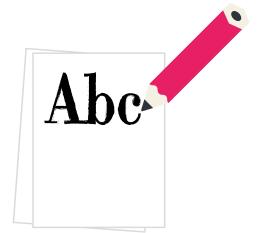
1. choose three Fonts that they think would work with their brand



2. copy the letter styles. You could use tracing paper or draw them freehand



3. create a letter style of your own



4. look at how newspapers are laid out and make notes



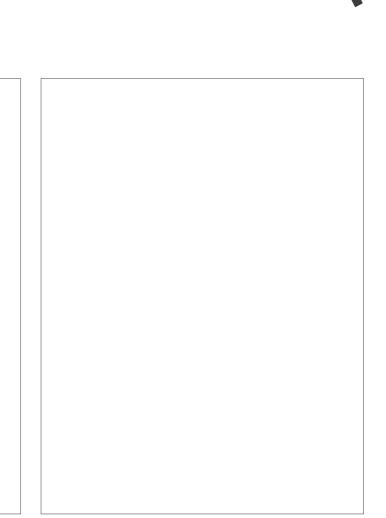
Abc



EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM ACTIVITY 7D

Look at the different typography in the museum:

 choose three fonts that you think would work with your brand 		





EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM

ACTIVITY 7D continued



2. copy the letter styles			



EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM

ACTIVITY 7D continued



3. create a letter style	e of your own		



EXPLORE: FIELD TRIP TO ST BRIDE FOUNDATION PRINT MUSEUM ACTIVITY 7D continued







CONNECT: PRESENT, DISCUSS, EVALUATE ACTIVITY 7E

Following the field trip, you can present, discuss and evaluate your learning from the field trip activities.	Describe how you have developed your press release:	Findings could be incorporated into their final presentation (see Final Presentation brief page 17)		
When you get back to the classroom go back to their press release:		If you are using a blog you could create a QR code.		
Work out how you can make your work have more impact.		You could photograph and document all developmental work.		
Look at the layout and fonts		_		
Try changing around the posititon of words and images		_		
Try changing font style and size		_		
Consider adjusting your layout				
Change the fonts?	You could create invitations and and a			
Have you looked garment type?	magazine page for homework.			



CONNECT: PRESENT, DISCUSS, EVALUATE ACTIVITY 7E continued

Go back to your press release and look at the layout and fonts. Try changing around the posititon of words and images. Try changing font style and size.



explain why you wrote the press release

of promoting, trend direction, product

in the way you did - mentioning the mode



CONNECT: THE FINAL PRESENTATION ACTIVITY 7F

In the fashion business world, you are often asked to present your ideas to others. Presenting is therefore an important skill to master.

Your weekly activity in your blog or worksheets will help you with your end of nine-lesson session presentation.

TOP TIP

You could create a QR code (this could be used by teachers for assessment)

OPTION 1

At the end of lesson 7:

Show your group journey so far and indicate what you have learnt.

You should:

explain why you chose fonts and layout:	
explain why you chose fonts and layout.	
1 33	

offer:



CONNECT: PERFORMING AND EVALUATING ACTIVITY 7G (Optional)

The discussion questions opposite could be considered whilst you watch each group presenting. Discussions could be as a whole class or small group discussion. Each group's answers could be verbal or written on the board, flip chart or in their workbooks.	Was the press release effective in getting you excited about the brand?
If you WATCHED the presentation:	
Did you enjoy the presentation?	
	If you GAVE the presentation go to next page
What did you like most about the presentation?	
What did you like most about the presentation?	



CONNECT: PERFORMING AND EVALUATING ACTIVITY 7G continued

Discuss the following questions as a whole class or small group, depending on whether you gave or watched a presentation. Answers could be verbal, written on the board, flip chart or in your workbooks.



If you GAVE the presentation:

How did you feel the presentation went?

What went well when presenting?
What could have been improved on when presenting (consider speed of delivery, images used, content)?



CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 7H

Reflecting on the range activities will help you better understand what you have learnt. Take time to answer the below questions and reflect on your learning experience.	4. What skills would you like to develop?
1. What did you learn about writing a press release?	
	HOW WELL DID YOU
	focus on the activities?
2. What new skills did you learn? 3. What did you enjoy most?	discuss brands and what they mean to you?
	come up with different ideas?
	link ideas together? work co-operatively with others?
	show commitment to a final presentation?
	how well did you work with others?