

ACTIVITY THREE: MARKETING OUR WATER POWERED DESIGNS

This ARTS AND CULTURE lesson looks at marketing and advertising our water or steam power designs that were made in Activity Two!!

The term, MARKETING, was first academically defined in 1937 when the American Marketing Association (AMA) stated that:

“Marketing consists of those activities involved in the flow of goods and services from the point of production to the point of consumption.

Although marketing is often interchangeably used with the word *advertising*, marketing can be more specifically described as the game plan by which the advertising will be carried out, as in a *marketing strategy*.

ADVERTISING is a paid form of communicating a message by the use of various media. It is persuasive, informative, and designed to influence people's purchasing behaviour or thought patterns.

DISCUSS WITH THE CLASS:

1. What are ways that a product can be advertised?
2. Are there any adverts (radio, television, in newspapers or magazines) that you remember from a long time ago?
3. Why do you think you remember them? Do you think that company that developed that advert, so many years ago and that you can still remember, had an effective marketing strategy?
4. Which ways are the most effective ways of advertising for teenagers (these will vary from learner to learner)?
5. Should one always 'tell the truth' in advertising? Why? Why not?

ACTIVITY:

You will need:

- Paper – white or coloured
- Paint
- Pastels
- Kokis
- Chalk
- Wax and / or wax crayons
- Plain T-shirts and fabric paint

WHAT TO DO:

Using your research information gathered in Activity Two, design and create a poster, T-shirt, logo or music 'jingle' to advertise your steam- or water-power design. Those creating a T-shirt, will need to do the initial design on paper and then, time and the availability of T-shirts permitting, transfer the design onto the material.

Remember to consider your target group, the purpose of your design and design elements.

Criteria to assess learners during this arts and culture lesson

Criteria	Exceeded requirements of the Learning Outcome	Satisfied requirements of the Learning Outcome	Partially satisfied requirements of the Learning Outcome	Not satisfied requirements of the Learning Outcome
The learner participated in the discussions about advertising				
The learner considered target group, purpose and design elements				
The learner created a music jingle, poster, T-shirt or logo				