

Target Marketing/Advertising Sponsors

Teacher Instructions

Materials Needed:

- 15 different magazines targeting different target markets
- 5 manila folders to organize your 20 different advertisements
- 100 different advertisements from the 15 different magazines

Procedures:

- Display the covers of the 15 different magazines on the classroom board
- Divide class into 5 groups
- Distribute a manila folder to each group of students
- Students will identify the product and sponsor of each advertisement
- Students will identify the magazine in which the advertisement was placed
- All information is recorded on the paper provided.

Notes:

I ask our staff to bring in old magazines and am usually supplied with an array of different magazines (sports, boating, ethnic groups, business, hobbies, etc.) so it is easy to pull out advertisements that target the different markets.

I usually photocopy the sheet double sided to give students the chance to see a total of 40 ads. Groups get one folder for the first part of the project and then swap folders with the next group. You can easily use this project to take a short amount of time or extend it by doubling the requirements. Your choice.

I have used this class in several different classes to help with identifying target markets as well as covering the term sponsorships. You could easily expand this project to include a fourth column to include the purpose of the advertisement (persuade, inform, remind, humor, etc.).

Student handout on page 2

