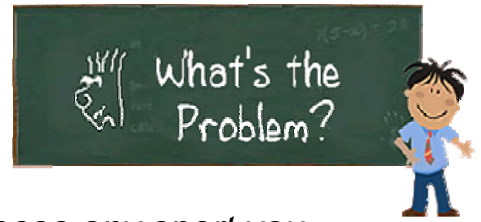


Teacher Instructions:



Problem Scenario: *Athletic Endorsements*

The Main Problem: *You are a national sports star (choose any sport you want) and have just finished a great season. As you become a household name, companies from all over the world want you to become the spokesperson for their brand. How will you decide which products to endorse?*

Your students will be viewing this problem from an **integrated** perspective.



Which products get your approval?

Students will review what companies look for in an athlete spokesperson, as well as different products currently endorsed by star athletes. They will also consider what endorsements might be a bad idea.

Step ①

**Review
Stimulus
Items**

Stimulus Item #1 — “Choosing the Right Athlete” (article)

Stimulus Item #2 — “Top Athletes & their Products” (list)

Stimulus Item #3 — “A Bad Endorsement?” (video)

A low-readability option has been provided so students in lower grades can participate in this problem scenario

ALTERNATE Stimulus for Lower Grades —

****Stimulus #3 (“A Bad Endorsement?”) is great for young students**

***Students should take notes as they review the Stimulus Items*

Step ②

**Classroom
Discussion**

Lead a **class discussion** about issues related to the topic. You are being provided a sheet to help you guide the classroom discussion.

Step ③

**Student
Response**

****students should have access to their notes as they enter their answers*

****students may also have access to the Stimulus Items as they enter their answers*

Extended Responses: Have students answer the following questions. Remind students to use information from the Stimulus Items to support their response.

- 1. What are important factors for a star athlete to consider as he or she decides to choose products to endorse?**
- 2. If you were a star athlete, which products would you lend your endorsement to? Why?**

EXTENDED PRODUCT (Optional): Divide students into small groups that form the **marketing team** of a national company. Assign each group a product that is commonly endorsed by athletes or celebrities (*such as shoes, food, sports apparel, watches, cars... anything*). Each group must choose the perfect athlete (or celebrity) to be the spokesperson for their product and brand. The groups must explain why this person is a good fit for their product. They should then write the script of a TV commercial where the star gives his or her endorsement. Remind the groups to consider how the commercial reflects the brand of the company.

Step ④

Analysis

Rubrics to grade student entries have been provided, and all questions have been mapped to the content standards.