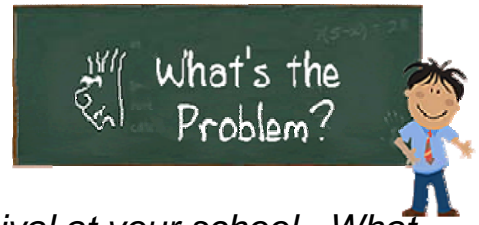


# Teacher Instructions:



**Problem Scenario:** “*The Fall Carnival*”

**The Main Problem:** *You are in charge of the Fall Carnival at your school. What attractions will you offer to fit the theme (and keep costs reasonable), and how can you get students, parents, and the rest of the community excited about this upcoming event?*

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



**How can a Fall Carnival become a main event?**

*Students will review commercials and attractions related to previous school carnivals. They will also learn how to make 30-second advertisement to get the word out about their carnival.*

## Step ①

**Review  
Stimulus  
Items**

**Stimulus Item #1 — Fall Carnival Advertisement (video)**

**Stimulus Item #2 — Fall Carnival Layout (site map)**

**Stimulus Item #3 — “How to create a 30-second blurb” (tips)**

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

**ALTERNATE Stimulus for Lower Grades —  
“Fall Carnival Flyer”**

*\*\*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 main attractions will you add to your Fall Carnival to make it a successful event? Why are these appropriate choices?**
- 2. Write a 30-second advertisement that could play over the intercom or even the radio to get students and the school community excited about the upcoming Fall Carnival (anywhere from 100 to 150 words).**

**EXTENDED PRODUCT (Optional):** Divide students into small groups, and have each group **create an entire marketing plan** to turn the school’s Fall Carnival into a successful event. The groups will have to decide on the target audience they are trying to reach, the best way to reach them (*flyers, brochures, radio ads, etc.*), and the message they want to deliver. The groups can then **design a flyer, create a brochure, or even write the script for a radio ad** keeping these factors in mind.

## Step ④

**Analysis**

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