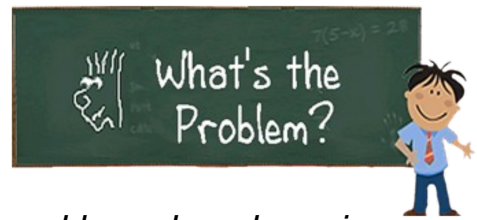


Teacher Instructions:



Problem Scenario: “*The Festival*”

The Main Problem:

Your town wants to host a festival and has placed you in charge. What should be the theme, and what attractions will you offer to fit the theme (and keep costs reasonable), and how can you get families, tourists, and the rest of the community excited about this upcoming event?

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



How can your festival become a main event?

Students will review commercials and attractions related to existing festivals. They will also learn how to make 30-second advertisement to get the word out about their festival.

Step ①

**Review
Stimulus
Items**

Stimulus Item #1 — Festival Advertisement (video)

Stimulus Item #2 — Festival Flyers (collage)

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

***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.

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

- 1. What is an appropriate theme for your town festival, and what main attractions will help make it a successful event? Why are these appropriate choices?**
- 2. Write a 30-second advertisement that could play on the radio or a short TV commercial to get the community excited about the upcoming festival (anywhere from 100 to 150 words).**

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 PRODUCT (Optional): Divide students into small groups, and have each group **create an entire marketing plan** to turn the community festival into a successful event. The groups will have to determine the theme and main attractions of the festival. They must then 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.