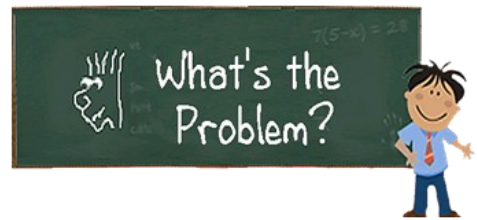


Teacher Instructions:



Problem Scenario: “*Super Bowl Commercial*”

The Main Problem:

You are business owner whose company might be on the brink of “making it big.” In order to get more customers, you need to decide if the company should advertise during the Super Bowl. **Is spending millions of dollars on a single commercial a good investment?** What are the issues involved?

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



Is it worth it?

Students will review information on advertising campaigns and decide on the true value of a Super Bowl commercial.

Step ①

**Review
Stimulus
Items**

Stimulus Item #1 — “Super Bowl Ads Set Records...” (video)

Stimulus Item #2— “10 Million Dollar Commercial” (article)

Stimulus Item #3— “Are Super Bowl Ads Worth It?” (infographic)

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

***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. **Why are likely reasons why advertising spending during the Super Bowl is continually increasing year over year?**
2. **If your company has a product that is gaining popularity—but your goal is to spend money wisely—do you think buying commercial time during the Super Bowl is a good idea? Why or Why not?**

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 form the **Marketing Team** for a major company (the groups will choose the company and/or product). The Marketing Teams must **prepare a presentation** that will advise the President of the company whether or not to spend millions of dollars to run a Super Bowl commercial. The teams should consider the cost, desired audience, product branding, and expected return. The President of the company (i.e. the rest of the class) must ask questions to be sure that advertising money is spent wisely.

Step ④

Analysis

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