

Main subject/-s: Psychology/Sociology/Human Sciences

Class (age): High school level

Teacher/-s: Hayriye Ari

Duration: 90 minutes

Date: 3 rd May, 2023

Topic: Entrepreneurship: persuasive methods

The main goal of the lesson:

The students will be able to use persuasive methods in communication, they will create their own advertisement by using the persuasive methods.

Didactic goal (*what other students' competences and/or skills will be acquired*):

To develop ss creativity, teamwork, communication skills, presentation skills and analyzing skills

1. Cognitive Process Outcomes (*the central disciplinary outcomes*):

1.1. The main subject/-s: Psychology/Sociology/Human Sciences

1.2. Entrepreneurship:

Raised awareness of the ss on the methods used in advertisements.

Creating advertisement using the persuasive methods

2. Target Outcomes:

2.1. Methods used: Teamwork, presentation, Kahoot, creating a story

2.2. Materials used: Handouts, slide, smart board, drawings

2.3. Resources (*useful links*): <https://www.canva.com/storyboards/templates/>

3. Authentic Problems and Product Development:

3.1. Empathy / Real problem / Problematic situation of lesson topic

Young learners don't use consciously persuasive methods in communication.

3.2. Fact findings related to the topic of the lesson

(Students search for some background information on the Internet or other sources)

Students research the commercials and how do they effect people's choices

3.3. Ideation

(Brainstorming the best option / problem solution / idea that work, developing details, and finalizing the product)

The students will be in groups and decide on their company's advertisement method. They will choose the best story for their brand.

3.4. Product Development and/or Prototyping

(Selecting the best option / problem solution / idea that work, developing details, and finalizing the product)

After they decide on their method they will create their own story by using the appropriate shapes, logos or name.

3.5. Dissemination and Testing (*of the final product*):

They will present their advertisement story in the class.

4. Reflecting (*Collecting students' feedback on the lesson (activities, gained competences and skills, etc.) using different ways and tools*)

The students will evaluate the lesson by Google survey