

# Europeana Learning Scenario

## Title

Advertisements – The past, present and future

## Author(s)

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## Abstract

We live in a constantly changing world where economy and technology are growing very fast. Students are facing innovation and entrepreneurship on regular bases, every day they get new information and face new products. Students are surrounded with technology innovations around them which raise their interest and inspiration to do something new. Advertisement on these innovations raise their popularity, especially nowadays when online promotion is getting to every consumer very fast. This learning scenario has the aim to teach students that they have to think critically about things that surround them, to question all the advertisement that they see and hear, to look at it from different perspective and to make conclusions on their own. They will learn how advertisement media has changed over the years, changing their format and perception, and what the future holds for advertising. Gathered knowledge will be used to analyze the elements of an effective advertising that should be considered while making a business promotion.

## Keywords

Advertising, entrepreneurship, innovation, digital advertising, promotion

## Table of summary

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<b>Subject</b>	<i>Innovation</i>
<b>Topic</b>	<i>Financial literacy and marketing</i>
<b>Age of students</b>	<i>14</i>
<b>Preparation time</b>	<i>2 days</i>
<b>Teaching time</b>	<i>three 40 minutes lessons</i>
<b>Online teaching material</b>	<a href="https://padlet.com">https://padlet.com</a> <a href="https://edmodo.com">https://edmodo.com</a> <a href="https://en.wikipedia.org/wiki/Advertising">https://en.wikipedia.org/wiki/Advertising</a> <a href="https://rocketium.com/academy/advertisements-past-present-future/">https://rocketium.com/academy/advertisements-past-present-future/</a>



	<a href="http://www.rivertownmultimedia.com/dont-go-changing-how-advertising-has-changed-over-time/">http://www.rivertownmultimedia.com/dont-go-changing-how-advertising-has-changed-over-time/</a>
Offline teaching material	<i>Self-assessment rubrics</i>
Europeana resources used	<a href="#"><i>Pears soap advertising, from Swedish Open Cultural Heritage collection</i></a> <a href="#"><i>Advert for Guy's Tonic, from Wellcome Collection</i></a> <a href="#"><i>Advertisement for "Ozozo" skin cream, from Wellcome Collection</i></a> <a href="#"><i>Showcard advertising Merital quinine compound tablets, from Wellcome Collection</i></a> <a href="#"><i>Show card advertising "Kolynos" Dental Cream toothpaste, from Wellcome Collection</i></a> <a href="#"><i>Pepsi Cola advertisement, from Magyar Kereskedelmi és Vendéglátóipari Múzeum - Budapest</i></a>

## Licenses

**Attribution CC BY.**

## Integration into the curriculum

Innovation is a subject taught in the 9<sup>th</sup> grade (students aged 14 years) in primary school. According to the national curriculum concerning this subject, students should get acquainted with the essential marketing instruments, should learn about different promotional activities and should gather knowledge how to use them for promotion of a business. During the class students discuss about the power of advertisement tools in the past, now and in the future (the influence of internet, social media, etc.). They should evaluate some advertisement and should be able to discuss about the main elements of an advertising. At the end students should create an advertisement for their business idea.

## Aim of the lesson

Students should gather knowledge of different marketing activities and recognize the power of the marketing tools in the past, present and future. During this learning scenario students will discuss about the influence that different marketing tools have on the selling of some products, will analyze this influence in the past and will discuss how the development of technology influence on the development of marketing. They should be able to create their own advertisement, to present their choice of media and used elements, taking into account the consumers and their needs.

## Outcome of the lesson

Students:

- identify various marketing tools;
- provide an example of marketing strategies;
- understand the role and importance of internet marketing;
- apply internet marketing tools for products / services;
- collect, analyze and interpret information relevant to the development of marketing;

- independently draw conclusions about the importance of marketing;
- create their own advertisement

## Trends

Project based learning

Collaborative learning

Students centered learning

## 21<sup>st</sup> century skills

Different 21<sup>st</sup> century skills are developed during the activity: students discuss about different marketing strategies that were used in the past and different marketing activities through brainstorming, they work in groups, communicate, collaborate, analysing the advertisements in the past and their influence on the concrete product sale. Analyzing the advertisement from two sides: as a producer and as a consumer, put them in a position to think about the problem from different perspectives, which develop their critical thinking skills. Through flexibility and adaptability, putting themselves in different cultural background students develop their life skills. Students create an advertisement for the product that is part of their business idea, using different digital tools, where each member of a group gives his contribution for the final product. This activity develops students' ICT skills and career skills (leadership and responsibility skills).

## Activities

Name of activity	Procedure	Time
<b>Introduction</b>	Students are introduced with the aim of the activity, outcomes that should be reached and how the activity is going to be organized. A discussion started by a question - "Which advertise is your favorite at the moment? Why?" - lead to students' motivation and active participation in the classroom activities.	5
<b>Discussion</b>	Discussion about the reason for business promotion and why marketing is so important part of the entrepreneurship process, is started. Using Padlet students try to identify different kind of promotional activities and advertising media and discuss when and how they can be used for promotion of the business and their influence on the business' success.	10
<b>Introduction to Europeana</b>	Before students start their work, a short introduction of Europeana resources and the way they can be used, is done. The Creative Commons license structure is also presented.	10
<b>Research about advertisement in the past</b>	Students divided into groups search about different kind of advertising through the years. They discuss about the influence that marketing had on people in specific period of time, analyze the advertisement from the perspective of producer and consumer and discuss how they think that it can influence on the consumption of concrete product in	25

Name of activity	Procedure	Time
	that time. The development of the advertising media is also part of their research.	
<b>Research about advertisement now</b>	Students analyze different advertisement that are famous now, why is that so, what was the idea of the advertisement producer, needs of a consumer, discuss about the influence that those promotion activities have on people, trends in the marketing today, etc. Students are continuously reminded to pay attention on Creative commons licensing. They use Padlet as a place to share media like images, text or video among each other.	25
<b>Trends in marketing</b>	Students discuss and try to conclude about the trends in marketing, what are the elements of a good advertising, and what should be taking into account when creating a promotional material for a business. Students discuss about the elements of a good advertisement, trying to think about the consumers, how to reach them and what to say to have the biggest effect. Students will try to create their own advertisement, taking into account different digital tools that can be used for the purpose.	25
<b>Presenting students advertisement</b>	Students present created advertisement in front of the other groups, explaining what they wanted to achieve and which audience they want to reach. Other students ask questions, add their thoughts, give comments and suggestions, since they are seeing this advertisement from the eyes of a consumer.	15
<b>Final conclusion</b>	Students talk about their findings about the importance of promotion and advertisement for business success, how should promotion be done, which factors should be taken into account and how to make a good advertisement	5

### Assessment

During the activity's students will receive continuously constructive feedback concerning their work. They will be assessed using rubrics about their ability to do the research, to pay attention on the copyrights, to analyse and find the most important information. Students involvement in the discussions and their ability for critical thinking during analysing the advertisement is going to be assessed, too. Their ability to work in groups and give contribution in the final product will be part of the final assessment.

\*\*\*\*\* AFTER IMPLEMENTATION \*\*\*\*\*

### Student feedback

Students involvement in a discussion and their involvement in the activities provided continuous feedback for teacher. They have stated that they like the activity a lot, because for the first time they have approached this topic on different way. They had an opportunity to make a final conclusion about the

activities, teamwork, gathered knowledge and skills, use of Europeana collections, used ICT tools, through discussion at the end of the activity. Students identify learned lessons and areas for improvement. They underline teamwork and opportunity to think deeper than advertisement surface as main benefit of the activity.

### Teacher's remarks

It was a very challenging activity because we have never approached the importance of advertising in this way before. Students liked the activity because they have an opportunity to search about the developing of advertising through the years, different media for advertising and to predict what is going to happen in the future. They were very attracted analyzing some advertisement from the aspect of a producer and consumer, and discovering what are the main attributes for a successful advertisement.

The most important remark is that students enjoyed the activity. All students participated actively in different activities and discussions, they were actively listening to the others, feeling free to give their opinion and to take into account what others think, making jointly decisions. Through this engaging activity they gathered practical knowledge and skill which can be further used in everyday life.

Students discussion at the end of the activity showed that they were enjoying, combining learning and fun. They like this kind of activities where they can participate, learn among and from each other, make conclusions on their own and contribute to the final products. Students were also satisfied with the learned lessons about the possibilities of using Europeana resources and copyright licencing. Different ideas for using Europeana resources in other subjects, were mentioned by the students.

### About the Europeana DSI-4 project

[Europeana](#) is Europe's digital platform for cultural heritage, providing free online access to over 53 million digitised items drawn from Europe's museums, archives, libraries and galleries. The Europeana DSI-4 project continues the work of the previous three Europeana Digital Service Infrastructures (DSIs). It is the fourth iteration with a proven record of accomplishment in creating access, interoperability, visibility and use of European cultural heritage in the five target markets outlined: European Citizens, Education, Research, Creative Industries and Cultural Heritage Institutions.

[European Schoolnet](#) (EUN) is the network of 34 European Ministries of Education, based in Brussels. As a not-for-profit organisation, EUN aims to bring innovation in teaching and learning to its key stakeholders: Ministries of Education, schools, teachers, researchers, and industry partners. European Schoolnet's task in the Europeana DSI-4 project is to continue and expand the Europeana Education Community.

