WHAT MAKES A GOOD ADVERTISEMENT

CLASS INTRODUCTION

In turn introduce yourself using the following information:

- Name
- Age
- Job
- Place you live
- Hobby
Class Rules

1. Use English only
2. Practice speaking on a topic under the guidance of the teacher
3. Don’t do personal things in the class
1. Vocabulary game: Fill the letter(s) in the blank(s) to complete the word(s). Who gets the most corrected words will be the winner.
2. What are some ways to market a business?

3. Discuss with your partner the question: What are the main purposes of advertising?
4. Role-play

**A:** You are running your own business and you want to promote your products. Talk to your friend who succeeded in product promotion.

**B:** You are A’s friend. Tell A what makes an effective advertisement and how to promote the products.
Wrap-up

Topic: *What makes a good advertisement*

- Have discussions about:
  - The main purposes of advertisement.
  - What makes an effective advertisement.