

TEACHER NOTES

KS4 Media Studies

Media Skills - Pre-production planning skills

Advertising / Marketing

Contextual Summary

This is a Media Studies resource that engages students with their visit to The Model Village Godshill. Students are tasked with researching current marketing presence for The Model Village as a pre-visit task; on-site and post-visit they will then devise and present their own planning for an advertising campaign promoting this wonderful Island attraction.

The resource task enables them to practise their planning skills relating to marketing and advertising for a specific audience and sector. The task is designed for Media Studies students in key stage 4, and is relevant to all exam boards offering this subject.

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tasks. This overall resource task and intended outcomes should be introduced and shared before the visit to The Model Village Godshill

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so that students are able to complete the required research and gain a clear understanding of any marketing and advertising that exists currently - this will help students form ideas for their creative responses. Students can then make notes and take photographs during the visit to inspire approaches and also enabling post-visit work to be completed in the classroom.

The tasks can be integrated into lessons at any stage throughout the academic year as appropriate to the school or college's scheme of work. Students will be challenged to plan ideas for marketing The Model Village appropriately based on the business' current branding, theme and audience.

Ability Levels

This resource is suitable for key stage 4 students who will be able to work in mixed-ability pairings or small groups. There is one version of this resource for this key stage only.

Key skills practised in this unit:

- ▶ Investigating marketing
- ▶ Selecting images for advertising purposes
- ▶ Creating new ideas from external stimuli
- ▶ Collaborative working
- ▶ Writing to persuade.

Relationship to Curriculum

The above skills are required to be taught and practised as per the various specifications for GCSE Media Studies.



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SUBJECT

Media Studies

UNIT

Media Skills - Advertising

OPPORTUNITIES FOR USE

- ✓ Pre-Visit
- ✓ On-Site Activity
- ✓ Post-Visit

CURRICULUM / SYLLABUS

- ✓ All exam boards

Applies to Resources numbered:

109251

Learning Opportunities

The **Media Studies** resource task linked to this document is relevant at each stage:

Miniature Marketing Challenge!

Resource ID: **109251** (KS4 mixed ability)

Pre-Visit

- ▶ Students research the current marketing for The Model Village Godshill; this should include the website, posters, leaflets etc. Some of these are included in the student resource pack.
- ▶ They discuss and plan some initial ideas.
- ▶ Website links: www.modelvillagegodshill.co.uk

During the Visit

- ▶ Students can take pictures or notes at The Model Village; they could talk to members of the team if available/appropriate.

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Enrichment Opportunities

- ✓ Students will gain valuable experience in working on a campaign for a popular Island attraction.
- ✓ There is an opportunity for use of advanced ICT in production of the advertising & marketing materials.

Learning Outcomes

- ✓ Students will demonstrate their research and planning skills in terms of marketing and media advertising, producing an effective campaign.
- ✓ They will evidence their planning, creative thinking, collaborative working and time management as well as demonstrating that they can make effective and persuasive language choices.

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