

SUBMITTED BY: Jessica Mauritzen

STRATEGY NAME: Market This!

MATERIALS NEEDED:

1. Simple items (Styrofoam cup, deck of cards, pipe cleaner, paper weight)
2. Computers, and/or video camera, markers/paper
3. Dictionaries

PROCESS:

1. Students are placed into groups of 4. Each group has an organizer, leader, communicator, and designer/creative direction.
2. Each group will receive a simple product from the teacher.
3. They must come together to
 - Market the many uses of the items in item (even beyond the traditional use of the item) in the target language.
 - Be able to explain the many benefits of using the product in the target language
 - Explain and market the qualities of the product using adjectives in the target language.
4. Create a 1 minute pitch in the target language. Include advertising materials(using any sort of media) in the target language and present your amazing and fabulous product.