



MEDIA CAMPAIGN

TEACHER GUIDE

14-16

Exciting business studies resource, for teaching secondary school students, aged 14 to 16, about anti-littering public awareness campaigns brought to you by Mars Wrigley Confectionery.

This teaching resource is designed to help you deliver the marketing content in Business Studies teaching. The project enables you to form teams of students who work together in the same way as pitch teams in marketing agencies through a balance of different skills and contributions. Teamwork is vital for effective marketing outcomes.

The teaching plans and activities have been created by teachers working with marketing experts.

The central theme is for students to develop their knowledge through study and analysis of anti-littering activity in your local community. Litter is unsightly, dirty, expensive and generated by people, young and old. Substantial sums are spent, annually, on clearing litter, helping to collect litter and persuading people to put their litter in the bin. There are many organisations, such as Keep Britain Tidy, devoted to convincing communities about the benefits of positive litter behaviours and producing different policies and approaches to effective collection.

Just BIN IT!

There are six stages with accompanying lesson collateral.

At the upper age range of 14-16 year olds you may find each stage is one complete lesson. For lower ages, each stage may take more than a single lesson to complete. Each stage comprises a number of activities with time estimates given.

STAGE 1

Understand enterprise and how to put it into action

Four activities:

Introduction • Identify enterprise skills • Local enterprising people • *Bin It!* background

Objectives and outcomes

By the end of Stage 1 students will understand the terms 'entrepreneur' and 'enterprising', learn about the skills needed to put ideas into action and start to research public awareness campaigns.

STAGE 2

What informs campaign strategy

Three activities:

Introduction • Market research • The marketing mix

Objectives and outcomes

By the end of Stage 2 students will understand the issues concerning litter and its impact on local communities, gaining knowledge about the purpose of marketing and have analysed successful campaign strategies.

STAGE 3

Start with rubbish as the campaign core

Three activities:

Introduction • Campaign plans • Think about costs

Objectives and outcomes

By the end of Stage 3 students will be conversant with the role of market research, have started to create a public awareness campaign with a look at relevant marketing activities.

STAGE 4

Media landscape

Three activities:

Homework feedback • The media landscape • Team presentation

Objectives and outcomes

Stage 4 aims to give students experience of the effectiveness of their own research together with learning about what marketing presentations entail.

STAGE 5

The clock is ticking!

One activity:

Final thoughts

Objectives and outcomes

For this stage students, working in teams, have incorporated the key elements for an effective campaign in the real world.

STAGE 6

Pitch, review, evaluate

One activity:

Final pitch

Objectives and outcomes

Each team delivers their presentation which is evaluated by other students to determine the outcome of their class work and the winning pitch!