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How to Sell a Dinosaur Club Curriculum

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NEBRASKA HONORS PROGRAM
CLC EXPANDED LEARNING OPPORTUNITY CLUBS
INFORMATION SHEET

Name of Club: How to Sell a Dinosaur

Age/Grade Level: 3rd-5th grade

Number of Attendees: (ideal number) 15

Goal of the Club: (learning objectives/outcomes)

To allow the students to understand and replicate different advertising methods and build creativity.

Resources: (Information for club provided by)

Class experience

Content Areas: (check all that apply)

- Arts (Visual, Music, Theater & Performance)
- Literacy
- STEM (Science, Technology, Engineering & Math)
- Social Studies
- Wellness (Physical Education, Health, Nutrition & Character Education)

Outputs or final products: (Does the club have a final product/project to showcase to community?)

The students had the opportunity to showcase an advertisement for a dinosaur and a board game

Introducing your Club/Activities:

Have fun activities where students can use their creativity to learn about advertising tricks and showcase their skills.

General Directions:

Using the information in this document, make PowerPoints to allow consistent access to the directions and information for the students.

Tips/Tricks:

Allow the students to start working near the beginning and add instructions as they proceed. Also, give the students the ability to choose their topics and methods.

LESSON PLAN WORKSHEET

(copy table as needed)

Lesson Activity Introduction and Brand recognition

Name:

Length of Activity: 1 hr

Supplies: Brand matching games (approx. 1 for every 3 students)

Directions:

First, do a simple introduction activity. Next, speak for a couple minutes on the importance and strength of brand recognition. Proceed to break into small groups and play through the activity. Having some music going helps keep the kids engaged. Then conclude the activity with a prize and rundown of brand recognition.

Conclusion of the activity:

The prize will ensure kids return and a rundown will ensure the kids retain the information for next week.

Parts of activity that worked:

The prize and game worked very well.

Parts of activity that did not work:

The game we created was too short and easy. Do not underestimate the knowledge the kids hold.

Lesson Activity Ad Examples

Name:

Length of Activity: 1 hr

Supplies: Projector, laptop, drawing materials

Directions:

First, do a simple introduction activity. Next, speak for a couple minutes on the methods advertisers use. Proceed to go through examples of still ads and commercials and do quick discussions following each example. Then conclude the activity with having the students create a still ad using the topics discussed following the examples.

Conclusion of the activity:

A discussion on what methods the students used and a prize going to the individual who was voted to have the best ad creates friendly competition and a drive to participate.

Parts of activity that worked:

The prize and ad examples worked very well.

Parts of activity that did not work:

Some of the kids just redrew an ad or drew out a candy bar, so it was kind of boring and didn't show any understanding.

Lesson Activity Board Games

Name:

Length of Activity: 2 hrs (2 days)

Supplies: Posterboard, dice and other game supplies, drawing materials, projector, laptop

Directions:

First, do a simple introduction activity. Next, show examples of different board games that failed and games that succeeded. Discuss what made them more popular. Then, have the students begin designing their own board games and ads. The students are to use the information discussed to create a fun game that attracts consumers. This will continue for the rest of the day and for the first 10 minutes of the next day. Following the work time on day 2, play through each of the games and ensure the students take time to reflect on the quality, appearance, and overall enjoyableness of the game. This will take you to the end of the day.

Conclusion of the activity:

Conclude with a vote on the best game and reward the winner.

Parts of activity that worked:

The examples and games worked very well.

Parts of activity that did not work:

Ensure the games are in a safe place. Someone took one of the students' game board.

Lesson Activity Name: Sell a dinosaur

Length of Activity: 2 hr (2 days)

Supplies: Poster board, drawing materials, laptops, (optional: projector and laptop)

Directions:

First, do a simple introduction activity. Next, explain the project. The kids will find a dinosaur and do some research on it. They will then create an advertisement (and price) and present to the other members of the club.

Conclusion of the activity:

Conclude with a vote on the best advertisement and reward the winner.

Parts of activity that worked:

All of it worked well.

Parts of activity that did not work:

Slight technical difficulties.
