

KID_Preneurship 2020-1-LV01-KA201-077505



ACTIVITY NAME	Successful products
OUTPUT NUMBER	I02
ACTIVITY & CLASS	<p>Target group/skill category How to define a goal, take the initiative, work in groups and communicate</p> <p>Children divide into groups, choose an object they are interested in, choose a slogan to promote it, define who can be interested in it, and why.</p> <p>Available materials.</p> <p>Teacher's activity: the teacher discusses the work with the whole class. The teacher asks the children stimulating questions.</p>
DURATION	<p>Phase 1: 30'</p> <p>Phase 2: 30'</p>
OBJECTIVES	<ul style="list-style-type: none"> - Get across the concept that for something to work it has to be well communicated - Identify the key questions for the success of a product through the right questions (target, diffusion, criticality)
MATERIALS	10-15 Images of commercial objects of various titles and very varied (a shoe, a jewel, a tractor, a musical instrument, a set of colours, a small child's clothing, cat food etc.)
LEARNING ACTIVITY METHOD	<p>phase 1)</p> <ul style="list-style-type: none"> - the teacher presents the objects one by one, saying only their names; - the class divides into small groups; each group chooses an object from those presented (it is possible that the same object is chosen by more than one group); - the class chooses a slogan to sell the object; - each group presents its product and slogan to the class. <p>step 2) the teacher asks the following questions based on the group's work:</p> <ul style="list-style-type: none"> - Why did you choose this product?

	<ul style="list-style-type: none"> - Why did you choose this slogan? - Why would people like it? - Who would like it in particular? - How much could it cost? Who might buy it? - Where would you have to advertise this product for your target group to see it? <p>(the important thing is to encourage children to ask lots of questions about the process and also to identify any difficulties they might encounter).</p>
VISUALS Images/videoclip	<p>At the end of the work, if the tools and conditions allow, it will be possible to show the pupils an advertisement for a successful product.</p>
TEACHER PREPARATION	<ul style="list-style-type: none"> - preparation of object sheets - preparation of questions - selection of a successful commercial (if possible, show it in class. if this is not possible, the children can be asked to list the commercials they see on TV, on the internet or in the street)
TEACHER'S EVALUATION	<ul style="list-style-type: none"> - Did the questions stimulate the curiosity of the class?