

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 Robin Hill (and links to the sister park Blackgang Chine). The resource task enables them to practise their planning skills relating to marketing and advertising for a specific audience and sector.

Students are asked to research current marketing presence for the park as a pre-visit task, then during and after their visit they devise and present planning for an advertising campaign for one or both parks.

The task is designed for Media Studies students in key stage 4, and is relevant to all exam boards offering this subject.



SUBJECT

Media Studies

UNIT

Media Skills - Advertising

OPPORTUNITIES FOR USE

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



✓ Perinheral Task

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visit tasks. This overall resource task should be introduced before the visit to Robin Hill Country Park so that students are aware of the type

of advertising that exists currently - this will help form ideas for their creative responses. Then they can make notes and take photographs during the visit so post-visit work can be completed in the classroom.

The tasks can be integrated into lessons at any stage throughout the academic year as appropriate to your scheme of work. The resource is designed to encourage students to engage with one or two businesses and to plan ideas for marketing them appropriately based on their current branding, theme and audience.

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S4-S5

CURRICULUM / SYLLABUS

- ✓ All exam boards

Applies to Resources numbered:

105281

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
- ▶ Responding to others critically.

Relationship to Curriculum

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

Learning Opportunities

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

Resource ID: **105281** (KS4 mixed ability)

Pre-Visit

- ▶ Students research the current marketing for Robin Hill Country Park (and its sister park Blackgang Chine); this should include the website, posters, leaflets etc. Some of these are included in the student resource pack. They plan some initial ideas.
- ▶ Website links: www.blackgangchine.com and www.robin-hill.com

During the Visit

- ▶ Students may take pictures or notes at the park/s.

Post Visit

▶ Teaching resources by Education Destination Ltd.

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Enrichment Opportunities

- ✓ Students will engage with a current and successful marketing campaign for two tourism sector businesses.
- ✓ They will gain valuable experience in working on a campaign for currently established businesses with a strong branding and market presence.
- ✓ There is an opportunity for use of advanced ICT in production of the planned marketing materials.

Learning Outcomes

- ✓ Students will demonstrate their research and planning skills in terms of marketing.
- ✓ They will show evidence of planning, creative thinking, collaborative working and time management as well as showing that they can make language choices to persuade.
- ✓ Students will respond to the work of others in a critical way giving appropriate feedback.

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