

Exploring Educational Paths

Institutional Advertisement Project
Planning 10

Name_____

Block_____

Research!

- Name of Institution.....
- Motto and/or Logo

- Location(s)
 - Main Campus.....
 -
 -
 - Secondary (satellite) Campuses.....
 -
- Types of Programs (Certificates, Diplomas, Degrees)

- Special or Unique Programs (only that school has them, different from the normal ones)

- Number of Students.....
- Tuitions/Fees.....

- Student Services/Activities Available (intramurals, clubs, events)

- Housing Available (types, prices, restrictions)

REQUIREMENTS OF ADVERTISEMENT

Content

- ❖ Name of Institution is clearly identified
- ❖ Catchy Phrase or Slogan to promote the School
- ❖ All research topics are included

Written Presentation

- ❖ Neatly written or computer generated in a tri-fold pamphlet style
- ❖ Graphics, illustrations included
- ❖ Good use of space, colour, labels
- ❖ Correct spelling and grammar

Class Presentation

- ❖ Clear, loud speaking voice
- ❖ Speaking to the whole class, looking people in the eye (not just reading off of your advertisement)
- ❖ Sell your school, make people want to go to it
- ❖ 3-5 minutes, answer any questions from your audience