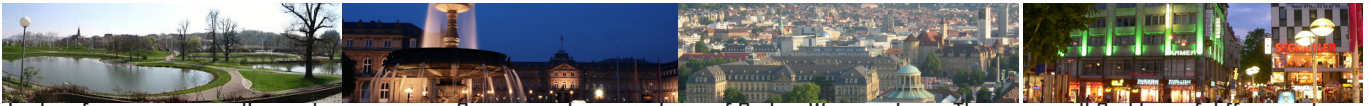


MARKETING AND ADVERTISING

Project meeting held in Kornwestheim 12-19. 2.2017

TASK: GOOD & BAD ADVERTISING



In the afternoon, you will spend some time in Stuttgart, the capital city of Baden-Württemberg. There you will find lots of different shops and businesses. As now you are business people yourselves, you should pay attention to the way shops advertise their goods.



Prepare a short **presentation** considering the following questions and elements:

- How do shops advertise?
- Take a picture of the most/least convincing advertisement that you've found in a shop or shop window
- Explain why you like/ dislike the advertisement
- Think about what makes an advert original, creative, compelling, convincing, etc.

CRITERIA FOR THE PRESENTATION

Language (way of speaking and form of expression); body language; Clarity of presentation

Content and Structure presentation		To the point, specific, exact					Factual errors, confusing
Rethoric	Language	Correct and Understandable (sentence structure, diction, lexis, etc.)					Non understandable, too complex or inaccurate,
	Way of speaking, voice	Precise, clear, adequate					Vague, unclear, difficult to follow
Body Language	Eye contact	Everybody is addressed					Insecure
	Gesture, composure	Open, friendly, turned towards audience					Shy, too formal
Visualization		Successful					Unsuccessful, confusing
Use of media		Experienced					Lacking essential skills
Impact		Is the audience interested?					unrelated to the audience