



ADVERTISEMENTS AND REVIEWS

Overview, Objectives, Inquiry Questions, and Planning

THINGS TO CONSIDER FOR MILESTONE #5

- You might want to keep the students' projects at school until you have a chance to use the rubric to assess them all.

LEARNING OBJECTIVES FOR MILESTONE #5

At the conclusion of this milestone, students will be able to:

- Identify the important parts of an advertisement that make a customer want to buy a product.
- Design their own advertisement for their fidget spinner.
- Review other groups' fidget spinners.

EXTENSIONS AND ENHANCEMENTS FOR MILESTONE #5

- Are other grades or classes at your school learning about entrepreneurship, too? You could invite another class to listen to your students' presentations.

STUDENT INQUIRY QUESTIONS FOR MILESTONE #5

- Would my phone charger design really work?
- What other uses could my invention have, and how could it help people?
- What other inventions would be helpful to have on hand in the event of a widespread power outage?

ASSESSMENT FOR MILESTONE #5

- **Formative Assessment for Individual Activity:** Check the students' "Project Reflections" printable on page 24 of the Student Pack.
- **Formative Assessment for Group Activity:** Use the "Fidget Spinner Project Rubric" on page 13 of the Teaching Guide to assess the students' fidget spinners and advertisements.
- **Summative Assessment:** Have the students complete the response printable on page 25 of the Student Pack for the Inquiry Question, "If you were going to create another invention, what steps would you take? Explain why each step is important."
- **Summative Assessment:** Give the students the "Measurement and Conversion Summative Assessment" on page 11 of the Teaching Guide.

Use the “Measurement and Conversion Summative Assessment Answer Key” on page 12 of the Teaching Guide to correct the assessments.

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Project Activities for Milestone #5: Advertisements and Reviews

PREPARE (Bell-ringer/opener activity)

Have the students turn and talk about whether or not they’ve reviewed anything on a website, like a movie, TV show, book, game, or sporting event. Call on the students to share their experiences.

PRESENT (Lecture/model)

Show your student a fidget spinner listing, [like this one](#), on Amazon. Point out the product name and company name, the photograph of the product, the description, the price, and the reviews.

Tell the students that today they will design an advertisement for their fidget spinner. Give them the “Advertisement Guidelines” printable on page 22 of the Student Pack. Review all of the parts that need to be included in their advertisement.

PARTICIPATE (Student/group share, group activity)

Have the students meet with their groups. They should work together to create the advertisement for their fidget spinner. They can either do it on the template on page 23 of the Student Pack or on this [Google Slide template](#).

Once all of the groups have completed their advertisements, tell them it’s time to collect reviews. Put the fidget spinners and their advertisements at different places around the classroom. Put a “Fidget Spinner Reviews” printable from page 10 of the Teaching Guide at each spot. Have the groups move from one to the next to try the fidget spinner and leave a review.

Once all the groups have reviewed each fidget spinner, have them look at the reviews and answer the questions on the “Project Reflection” printable on page 24 of the Student Pack.

Formative Assessment: Use the “Fidget Spinner Project Rubric” on page 13 of the Teaching Guide to assess the students’ fidget spinners and advertisements.

PRACTICE (Homework/independent work/extensions)

Give each student the writing response template on page 25 of the Student Pack and ask them to write an answer to the inquiry question for this Milestone: “If you were going to create another invention, what steps would you take? Explain why each step is important.”

ASSESSMENT

Formative Assessment for Individual Activity: Check the students' "Project Reflection" printable on page 24 of the Student Pack.

Formative Assessment for Group Activity: Use the "Fidget Spinner Project Rubric" on page 13 of the Teaching Guide to assess the students' fidget spinners and advertisements.

Summative Assessment: Have the students complete the response printable on page 25 of the Student Pack for the Inquiry Question, "If you were going to create another invention, what steps would you take? Explain why each step is important."

Summative Assessment: Give the students the "Measurement and Conversion Summative Assessment" on page 11 of the Teaching Guide. Use the "Measurement and Conversion Summative Assessment Answer Key" on page 12 of the Teaching Guide to correct the assessments.