

Title	For Sale!
Overview/Description	Students will view advertisements in historical newspapers. They will select one item being advertised and research the product.
Objectives	<ul style="list-style-type: none"> ● Students will read advertisements/classifieds. ● Students will research a selected product. ● Students will find how inflation has increased the cost of the product.
Materials	Computer Access to newspapers
Key Vocabulary	Advertisement Classified Inflation Cost Product Graphic Design Marketing Ad Space Brand Awareness Circulation Click Through Rate Return on Investment
Lesson	<ol style="list-style-type: none"> 1. Introduction to lesson-Ask students: How do companies market their products in the present day? Allow students time to write down their thoughts for 3-5 minutes and then have students share responses with the class. 2. Tell students that newspapers used to be a way many businesses advertised their products in the early 1900's. It worked because many people used to read newspapers. 3. Tell students they will be looking through newspapers. You can choose any of the papers. However, some that are heavy in ads include <i>Juventud</i>, <i>El Fronterizo</i>, and <i>El Mañana</i>. Students will need to select one product that they will research. Students will need to complete For Sale! My Product Information handout once they make their selection. 4. Students will then take their information and create a presentation over their product.



Extension	<p>Students can create a modern day advertisement for the product they have selected.</p> <p>Students can look through some of the other papers that are slim on advertisements and research why that is.</p>
-----------	---

Student Name: _____

For Sale! My Product Information

What is the product you are choosing to research?

What newspaper was this product found in?

What is the publication date of the newspaper?

If there is a description of the product, copy it down in the space below.

What is the cost of the product?

Is this a product that is still being made today?

If so, how is it the same and different?

If not, when did the product stop being made? Is there a reason why?

What is the price difference between the product in the advertisement to the product now? Visit https://www.bls.gov/data/inflation_calculator.htm to figure out the current cost of the product.

For Sale! Product Presentation Criteria

Now that you have researched your product. Create a slides or powerpoint presentation for your product. You must include the following:

- Image of the advertisement as well as an image of the product.
- Information about the newspaper you found the advertisement in (Title and date of publication).
- Description of the product as it was advertised in the newspaper.
- Modern day version of the product. This is where you tell your audience how the product has changed over time. If it is no longer made, then you will need to tell why in this section.
- What was the cost of the product, and how much it would cost in modern times.