

09/02/14 Warm-Up

- Sign in to a computer and open your 'Advertising Warm-Up' doc on google drive. If you do not already have one you will need to create one.
- In your doc, **tell me in your own words what advertising is...your words, not Google's.** This should be done in at least 3 complete sentences.
- We will start presenting your 'Advertise Yourself' projects next class. We'll do 2-3 each class so make sure you've finished!

History of Advertising

- Over the next few classes we will learn about the history of advertising. In the meantime, you will begin to do some of your own research!
- Go to my website: <http://www.tiffanieharrison.com>
- Under assignments click the link for 'History of Advertising'. Read the first two sections, 'Introduction & American Advertising: A Brief History'
- Once finished you will begin your group project.

Advertising History Project

- Get into groups of 3. (There will be 1...and only 1 group of 4)
- Go to www.tiffanieharrison.com
- Under 'Assignments' open 'Advertising History Project'. Follow the directions to begin your Advertising History powerpoint. Once you've formed your group check in with Mrs. McPhail to select the time period you would like to research.
- We will discuss this in more depth when I return.