

Advertising: Lesson Plans

(Note: return to [the MLC website](#) to locate advertising lesson plans about alcohol, tobacco, diet, drug, food, politics and more; if any link appears to be broken, please [send me an email](#) about it)

A

- [Ad Dissection 101: Exposing Media Manipulation](#)
- [Admongo](#): (for tweens) lesson plans
- [Ad Smart](#) (Fabulous food; In the name of fashion; Famous faces; Promotional programs; My own ad)
- [Ads: Reading and Writing Them](#) (7th grade)
- [AdText](#)-interdisciplinary curriculum
- [Advertising](#)
- [Advertising](#) (Lesson Bucket)
- [Advertising & Culture](#)
- [Advertising & Media Literacy](#) (Web Quest)
- [Advertising Analysis Assignment](#)
- [Advertising Analysis Lesson Plan](#)
- Advertising Awareness: [Who Is the Target Audience ? /How & Why Do Advertisers Advertise?](#)
- [Advertising Techniques & Target Audiences Used In Commercials](#)
- [Advertising Units](#)
- [Affluenza Teacher' Guide](#) (PBS)
- [AIDA And Commercials](#) (NAA: High Five Curriculum)
- [Analyzing Advertisements](#) (Read Write Think)
- [Analyzing An Advertising Campaign](#)
- [Analyzing Commonly Used Advertising Techniques](#)
- [Analyzing Persuasive Techniques in Advertising](#) (Grade 12, McDougal-Littell)
- [Analyzing Production Techniques in Advertising](#) (Grade 12, McDougal-Littell)

- [Analyzing TV & Magazine Advertisements](#) (grade 4)

B

- [Banner Ads](#)
- [Branding of America](#)
- [Buy Me That: Kids & Advertising](#) (includes link to streaming ad)
- [Buy Now](#)

C

- [Change My Mind](#) (persuasion techniques and more)
- [Creating Student Advertising](#)
- [Critical Consumerism](#)
- [Critical Media Literacy: Commercial Advertising](#) (Read, Write, Think)
- [Critically Studying Advertisements](#) handout

D

- [Deception & Advertising](#)
- [Design Elements in Ads](#)
- [Digital AdWise](#) (UK)
- [Don't Buy It](#) (PBS)
- [Do You Know Why You Bought That?](#) (8th Grade, WebQuest)

E

- [Evaluating Bias in Advertisements](#) (WebQuest)
- [Examining Aspects of Images](#) (Guiding Questions for Media Images)
- [Exploiting Advertising](#) (10th grade)
- [Exploring Values and Meaning in Advertising](#)

H

- [How Advertisers Help Consumers Part with their money](#)

I

- [Identifying and Understanding the Fallacies Used in Advertising](#) (Read, Write, Think)
- [The Influence of Advertising](#) - (Practical Money Skills)

J

- [Just Do It](#) (Advertising & Media) (grade 8)

L

- [Learning to be critical of commercials](#) (grade K-2)

M

- [Made you look: You're It, You're the bull's eye](#)
- [Making Your School a Commercial-free Zone – Tip Sheet](#)
- [Media analysis assignment](#) (HS)
- [Media Literacy: The Power of the Image, A TV Commercial WebQuest](#)

N

- [News or Native Advertising?](#)
- [On The Market: Thinking Critically About Advertising](#) (NYT)
- [Online Marketing to Kids: Protecting Your Privacy – Lesson](#)

P

- [Persuasion and Advertising](#) (9th grade)
- [Persuasive Writing](#) (grade 6-12)
- [PhotoShock: Ethics in Advertising](#)
- [Pictures & Slogans Persuade An Audience](#)
- [Pub Finance: Race to the Pitch Project](#)

R

- [Read Ads: Taking A Closer Look](#) (Critical Viewing)
- [Reading Critically: Ads and Unsolicited Mail](#)

S

- [Sponsored Content as Propaganda](#)

T

- [Teaching Pathos and Advertising as Argument](#)
- [Toy Ad Tricks](#) (Consumer Reports)

U

- [Understanding Advertising](#) (Roads To Success)
- [Understanding the Basics of Advertising](#) (McDougal-Littell/Houghton-Mifflin)

W

- [Who's on First? Alcohol Advertising and Sports – Lesson](#)
- [Why Do I Want All This Stuff?](#)

Y

- [You Be The Ad Designer](#)
- [You Gotta Have a Gimmick – Lesson](#)
- [You're Under the Influence](#)
- [You Want Me To Sell What? The Many forms of Ads](#) (grades 3-5)