

# Alcohol: Lesson Plans

	<p><b>Analyzing Alcohol Advertisements &amp; Marketing</b></p> <p>A resource for educators</p> <p>©2004, Frank Baker, media educator</p>	
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## Alcohol Advertising/Marketing Lesson Plans

["Ad" It Up](#) (pg 174)

[Alcohol & Advertising](#)

Anatomy of an Ad

: An Analysis of Advertising Techniques

[Deadly Persuasion: The advertising of alcohol & tobacco](#)  
(teacher guide to videotape)

[In The Mix: Alcohol- What You Should Know](#) (videotape)

[Kids, Alcohol and Advertising](#)

[Media Sharp-Analyzing Alcohol & Tobacco Messages](#) (curriculum kit)

Reach out now: [What do you know about the media?](#)(6th grade)

[Spin the Bottle: Sex, Lies and Alcohol](#) (teacher guide to videotape)

[Under the Influence? Educator's Kit on Alcohol Advertising](#)