

## Teacher Instructions

### Bellwork (0-10 min. Total Run Time)

Have students read Slogan Writing Basics (1 page).

### Discussion (10-15 TRT)

Be the coach. Take student questions and challenge them to dream with and apply their new knowledge.

### Exercise 1 (15-25 TRT)

Have students edit to find the slogans. Answers:

Apple: ~~How to t~~[T]hink differently with a computational device

Nike: ~~Have no fear when you~~[Just] do [it]sports or anything extreme

Wendy's: Where['s the] you can go to have a great hamburger[beef?]

### Exercise 2 (25-45 TRT)

Have students, whether individually or in teams, create 3 alternative slogans for a student project. It's ideal to have a long-term project that students can work on throughout this course.

Step 1. Place Keyword(s).

Step 2. Edit Slogan for Efficiency.

### Quiz (35-45 TRT) PDF at: [BizzyB.com/partners/seo-literacy](https://bizzyb.com/partners/seo-literacy)

Answers: 1:T, 2:T, 3:T, 4:T, 5:T, 6:T, 7:F, 8:T, 9:T, 10:T

### Homework (45-50 TRT)

Students to interview three people asking:

1. Which slogan is the most meaningful?
2. Which is the most engaging?
3. Which is the most memorable and easy to convey?

Record interviewee feedback on the Workbook Survey form.

### 50 Minute Minimum

Can be a longer class by adding core knowledge, exercises, or project time.

### Preparation

- Student handouts by Workbook or BizzyB.com.
- Quizzes by PDF Print.

### Teaching Goals

- Engage students by demonstrating SEO relevancy.
- Create a basic understanding of SEO.
- Coach students in creating slogans.

### Teaching Tips

- Present examples that are relevant to your students.
- Be a "Creative Coach," not a Lecturer.
- Invite expert(s) in marketing, branding and/or journalism.
- Include a long-term project for students to apply core concepts and skills.
- Consider breaking students up into teams for collaborative learning.
- Consider adding expert mentors to teams, particularly if using BizzyB.com.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Answer the following true/false questions:

True      False

1. A slogan is a short set of words designed to engage an audience.

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2. Put SEO keywords into slogans to engage audiences.

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3. Good slogans stand out from the crowd.

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4. Good slogans are convincing and persuasive.

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5. Good slogans are easy to remember.

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6. Good slogans are easy to pass on to others.

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7. Alliteration is the repetition of sounds at the end of words.

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8. Rhyme is repetition of sounds at the end of words.

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9. Metaphors are a good way to explain complex concepts.

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10. For SEO writings, eliminate “empty words.”

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## TEACHER L2 REFLECTIONS

### Notes

### Reflections

### Suggestions (please make suggestions at [bizzyb.com/contact](https://bizzyb.com/contact))