

Engage

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delivering excellent learning and teaching

Für britische Produkte werben – Advertise for British products

Suitable for:

- S3 German (BGE)
- S5 German (CfE Higher)



Time allocated: Five periods of 50 minutes

Summary:

Advertising for British products is embedded in the programme of study for S3 and S5 learners of German at Langholm Academy. Pupils describe British products in German and explain why they think these products would sell well in German-speaking countries. In groups, they prepare an advert poster and a presentation in German about the chosen product(s).

Wider Achievement:

Engaging in this project, learners develop these skills:

- Research skills (guided research)
- Analysing (an advert)
- Presentation skills
- Creativity

Advertising for British products is a cross-curricular project with links to:

- Business Studies
- ICT
- Art
- Maths