

UNIT 34

ADVERTISING AND MARKETING

Objectives: at the end of the lesson, students will be able to:

1. use the terms related to the topic correctly in sentences and identify them in written texts or spoken contexts;
2. improve their reading comprehension skills by understanding basic texts about advertising and marketing;
3. practice speaking about advertising and marketing concepts.

Lead-in: Let's Talk!

1. What type of ads do you know?
2. Think about a product you recently bought or want to buy. Describe why you were attracted to that product. Where did you see that product? (e.g., TV ads, social media promotions).

Vocabulary Building

Key Terms

Animated GIF – is a combination of multiple GIF files in one advertisement to create animation

CPM – (Cost Per 1000 impressions) is a pricing model wherein rates are changed according to how many thousands of people view the advertisement

CPC – (Cost Per Click-Through) is a pricing model wherein rates are charged according to how many thousands of people view the advertisement

Click tracking – is the process of counting and keeping track of the number of clicks an advertisement receives

Click-through rate – is a ratio of clicked advertisements to the number of advertisements that are viewed

Commissions – is the amount of money charged by a website for hosting advertisements

Above the fold – if something on a website is above the fold, it is visible without scrolling down after the page has loaded

Geo-targeting – is an agreement between an advertising company and a client that outlines which types of advertisements are to be used, where they are to be placed, and how long they will appear

Frequency capping – is the process of ensuring that a specific website visitor does not see the same advertisement an excessive number of times

Campaign – is an agreement between an advertising company and a client that outlines which types of advertisements are to be used, where they are to be placed, and how long they will appear

Hang – hang a website is to prevent it from loading all the way

Activity: Match the words with their definitions.

1. CPM	A. is the process of counting and keeping track of the number of clicks an advertisement receives
2. CPC	B. is the amount of money charged by a website for hosting advertisements
3. Click tracking	C. if something on a website is above the fold, it is visible without scrolling down after the page has loaded
4. Click-through rate	D. it means to prevent it from loading all the way
5. Commissions	E. is the process of showing advertisements in geographical areas where they are relevant
6. Above the fold	F. is a ratio of clicked advertisements to the number of advertisements that are viewed
7. Geo-targeting	G. is an agreement between an advertising company and a client that outlines which types of advertisements are to be used, where they are to be placed, and how long they will appear
8. Frequency capping	H. is a pricing model wherein rates are changed according to how many thousands of people view the advertisement
9. Campaign	J. is the process of ensuring that a specific website visitor does not see the same advertisement an excessive number of times
10. Hang	K. is a pricing model wherein rates are charged according to how many thousands of people view the advertisement

Reading

Understanding Online Advertising

In the world of online advertising, businesses use various strategies to reach their target audiences effectively. One common approach is running an advertising campaign. This involves creating a series of ads designed to promote a product or service over a specific period.

To ensure ads are shown to the right people, companies use techniques like geo-targeting, which focuses on delivering ads to users in particular locations. Another important aspect is frequency capping, which limits how often the same user sees the same ad to prevent ad fatigue.

CPM (Cost Per Mille) and CPC (Cost Per Click) are two common pricing models. CPM refers to the cost of displaying ads 1,000 times, while CPC is the cost incurred each time a user clicks on an ad. Click tracking helps advertisers monitor these interactions and measure the effectiveness of their ads.

To avoid issues with ads not displaying correctly or loading slowly, some ads might hang or freeze, which can affect the user experience and campaign performance.

Activity: Choose the correct answers.

1. What is the purpose of an advertising campaign?

- a) To create a single ad
- b) To promote a product or service over time
- c) To limit ad frequency

2. What does geo-targeting involve?

- a) Showing ads to users in specific locations
- b) Tracking how often users click ads
- c) Measuring the cost per thousand ad impressions

3. What does CPM stand for?

- a) Cost Per Click
- b) Cost Per Mille
- c) Click Per Mille

4. What is the difference between CPC and CPM?

- a) CPC is based on impressions, CPM is based on clicks

- b) CPC is based on clicks, CPM is based on impressions
- c) CPC and CPM are the same

5. What does frequency capping do?

- a) Limits the number of times a user sees the same ad
- b) Targets users in specific geographic areas
- c) Tracks the number of clicks on an ad

6. Why might an ad "hang"?

- a) Due to issues with the ad's design or loading
- b) Because of effective frequency capping
- c) Because it is not geo-targeted

7. What is click tracking used for?

- a) To count the number of times an ad is shown
- b) To measure how many users click on an ad
- c) To determine the cost per mille

Speaking

Activity: Watch a video about top ads.

Show a few short, simple commercial clips. After each clip, discuss as a class:

- What was the product?
- What message did the ad convey?
- What techniques were used to grab attention?

Group Work Activity: Create ads

Have students create a simple advertisement for a fictional product or service. They can use paper, markers, and other art supplies, or create a digital version if technology is available.

Students present their ads to the class, explaining their choices and how they tried to appeal to their target audience.

Home assignment

Prepare a short presentation about the future product of your company or business. Include:

- Features of your product;
- Benefits;
- Price.