

Term 7

Spanish Product

Name:

Form:

Members of the group:

Team leader:



- ▶ To research the Spanish Speaking market.
- ▶ To create a product that could potentially be sold in a Spanish Speaking country.
- ▶ To create an advertisement for your product.
- ▶ To present your product to the rest of the class.
- ▶ You will be working in groups of 3-4.
- ▶ You need to appoint a "Project Manager", "Spokesperson", "Resource monitor" and "PR".

Lesson 1

Date:

- ▶ Starter: What do you expect to learn?

- ▶ Do some research on any Spanish Speaking country you are interested in.

- ▶ Include:

- Facts about the country (climate, sports, food, habits, technology...)
- Does it have any links with the UK? (historical, commercial...)

Lesson 2

Date:



- ▶ Starter: What does this product suggest you?

- ▶ Now you need to decide what type of product you would like to create and why.
- ▶ Use real facts to support your ideas! – e.g. percentages
 - *I think my product would be successful in Spain because I have discovered that _____% of people _____.*

- ▶ Start designing it on a piece of paper or a computer.

Lessons 3

Dates:

- ▶ Starter: Take your draft. How would you use your product?

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- ▶ Keep working on your product.
 - ▶ Create a prototype of your product. It can be physical or digital.

Lesson 4

Date:

- ▶ Starter: Post-it activity. What have you learnt or enjoyed the most?
- ▶ Your teacher will show you digital and physical tools to help you work on your advertising.
- ▶ Explore one of them.
- ▶ Use one you know and tell the rest of your team about it. You can make some notes on the space provided.

Lesson 5

Date:

- ▶ Starter: Watch the [videos](#) and talk about your own ideas.
- ▶ Your product must be ready today.
- ▶ Create an advertisement for your product:
 - Think of the content of your advertisement – catchy phrase, colours, layout.
 - Think of the format – paper, digital, video, recorded track.

[illegible]

- The advertisement needs to be well planned! – storyboard for video, script for recorded track, different drafts for paper and digital version...

Lesson 6

Date:

- ▶ Starter: Talk to your partner and then the rest of your team about what you have learnt up to know.
- ▶ Create a presentation and send it to your teacher. Don't forget to include:
 - Product – and explanation
 - Advertisement

Lesson 7

Date:

- ▶ Present your work!
- ▶ Explain the Business and Enterprise skills you have used in the whole project.

Business and Enterprise Skills I have used:

- ☐ Analysing and Evaluating
- ☐ Budgeting
- ☐ Build Confidence
- ☐ Communicating
- ☐ Creativity and Innovation
- ☐ Decision making
- ☐ Leadership
- ☐ Negotiating and Compromising
- ☐ Planning and Organising
- ☐ Responding positively to change
- ☐ Setting goals
- ☐ Solving problems
- ☐ Take responsibility
- ☐ Taking calculated risks
- ☐ Team work
- ☐ Using initiative

How do I think I have used those?

What have I learnt with this project?

Use the table below to give each team/individual some feedback on the following – please, write a brief comment. How many points would you give them? (Out of ten)

Team name	Content	Presentation	Business and Enterprise skills	Total points