



Guidelines for the use of 'Advert to raise the awareness of GRFC'

Activity title:	Advert to raise the awareness of GRFC
Curriculum area:	English & DT
NC objectives:	DT: 1a), 1b), 1d), 2a, 2d, 2e), 2f) & 3a) and English: En1 1a), b, e, 2), 3), 5), 8a), 9a) and En3 1a, 2), 3), 4), 5), 9b)
Main learning objective:	To design an advert to raise the profile of GRFC

Timing	Lesson plan ideas, activities and resource sheets
INTRODUCTION 10 minutes	<ul style="list-style-type: none"> • Discuss GRFC and Kingsholm and find out what the class know about them. • Look at the Gloucester Rugby Heritage Project website (www.gloucesterrugbyclub.com) or any other searches to discuss fixtures and information. • Also look at '1.19a A brief history of GRFC' to gain an insight in to the history of the club. • Discuss how they could encourage more people to become interested in, and follow, the forthcoming matches (ideas may include forms of advertising: if so, make a list of these).

Continued



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<p>MAIN ACTIVITY</p> <p>40 minutes</p>	<ul style="list-style-type: none"> • Set the pupils the task of designing an advert to encourage the local community to become interested in GRFC and support their team, and generally raise awareness of the club and stadium. Provide them with '1.19b Designing a GRFC advert' to complete individually. • Discuss important features to go on to the poster and how to persuade/encourage the general public to back their team - e.g. dates, venues, photos, pictures, slogans, key words, etc.
<p>PLENARY</p> <p>10 minutes</p>	<ul style="list-style-type: none"> • Invite pupils to show their adverts to the rest of the class; peers to provide feedback. • Display the poster advertisements in the classroom, around the school or around the community.

Suggested extension activities or cross curricular links:

- Write and record a radio jingle to accompany the poster advert.
- Look into uses of the club, other than match days, and compare with the past.
- Look at GRFC player profiles.