



DECEPTIVE ADVERTISING

I. GOALS

- Students will be able to identify deceptive advertising
- Students will know what consumer protection laws are in place to protect them from deceptive advertising/sales practices
- Students will know what recourse is available to them

II. METHODOLOGY AND TIMING

A. LECTURE

- Deception in Advertising
 - PowerPoint Presentation

B. ACTIVITY

- Deceptive Ad worksheet
 - Have the students fill out the Deceptive Ad worksheet (urge them to come up with at least two)
 - Go around and discuss what the ads were and what was deceptive
- Creating an Ad (If time permits)
 - Have the students choose a popular item and create an ad that would sell the item without deception
 - Use the whiteboard to make notes on the description of the item.
 - Point out objective and subjective terms
 - Who are they marketing it to?

C. WRAP UP

- Collect the assignments <5 min
- Questions?

III. MATERIALS

- PowerPoint

IV. EVALUATION