

Presentation Instructions – Ad Campaign (Teacher)

George Washington Carver: Fertilizers v. Compost

The goal of this project is for you students to “sell” their fake product either fertilizer or compost to a consumer. You will need to assign your groups either fertilizer or compost. Also, if possible, have your campaigns presented to another class so they can vote on the most effective.

Students should understand that there may be multiple answers to the questions based on their goal. If they want their product to work best on crops like corn or sweet potatoes, they may need a different ingredient list than a group who is focused on crops like cotton or tobacco (all four crops are common to the American South and are discussed in other portions of the George Washington Carver project).

There are three options for implementation.

Option 1: Ad Campaign

You can have students work together and complete this assignment as instructed on the student sheet.

Option 2: Presentation

You can have students work to create the following pretend products but have each group create a single presentation over their product. These can then be presented in class.

Option 3: Problem Based Learning

This project can be part of the unit PBL. One group can be assigned to each fertilizer and compost and their ad campaigns can be presented at the end of the unit with the other groups.

Accommodations for younger or lower level students

To simplify the assignment for younger students, lower level students or to fit a different time frame you can remove the creative component and ask students to research the bolded questions below. You can assign different students/groups different brands of fertilizers so that they can understand that all fertilizers are not the same.

Student Instructions: Ad Campaign, Presentation, or PBL

Your ad campaign must include:

- a product name
- a picture of your product A product slogan
- a “celebrity” endorsement (use “famous” people at your school, i.e. teachers, counselors, principals, etc.)
- a description of the type of product (fertilizer or compost)
- a picture of your product in use on a field

Answer each of the following:

1. What are the ingredients (for both you can research the primary ingredients in fertilizers and the best material to use to make compost)?
2. What are the benefits of using your product? What nutrients are added back to the soil?
3. How is your product applied to the soil?
4. Quantity
5. Frequency
6. Can your product be used for all crop types or is better with specific types of plants?
7. Any negative side effects, to consumers of the crops, of your product must be listed?
8. An ecological cost/benefit
9. This should address the effect on organisms outside of your crop field that may be affected during the application process or through runoff
10. Why should I as a consumer choose your product?

Your ad campaign should be:

- creative
- neatly organized Colorful
- all sources must be listed
- turned in on time

Remember: An ad campaign is not just a single product. You need to come up with at least 2 items in your campaign. This could be a paper product (poster) along with a digital product (cloud-based video), or it could be two paper products (poster, pamphlet, brochure, etc.) or two digital products (website, video, social media, etc.)