



MIDDLE/HIGH SCHOOL

CELEBRATE THE USA!

Teacher Guide

REQUIRED SOFTWARE

- ◆ MICROSOFT WORD 97
- ◆ MICROSOFT EXCEL 97
- ◆ MICROSOFT POWERPOINT 97
- ◆ MICROSOFT PUBLISHER 97

OPTIONAL SOFTWARE

- ◆ MICROSOFT INTERNET EXPLORER
- ◆ MICROSOFT ENCARTA 97
- ENCYCLOPEDIA
- ◆ MICROSOFT WORKS

SUMMARY

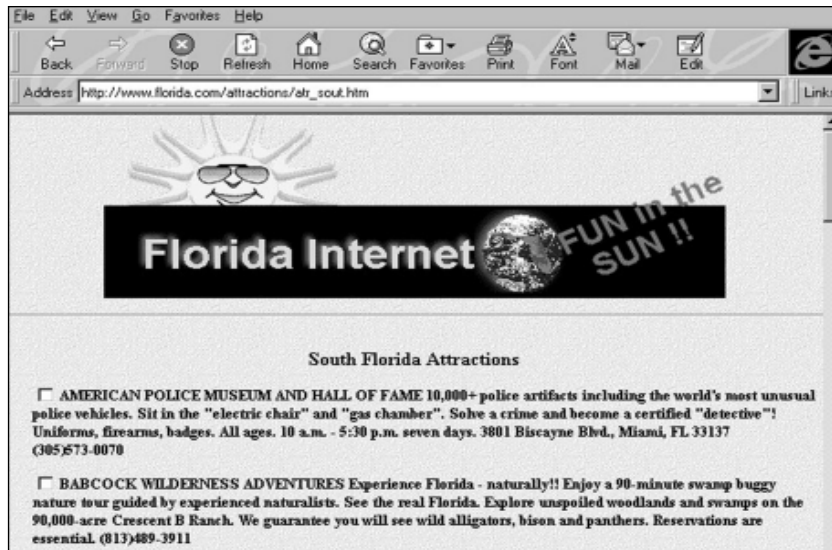
Working in teams of four, students will take on the role of marketers hired to promote one state in the U.S.A. Each team will research their state, create a brochure highlighting its most intriguing features, and give a 25 minute presentation that will entice people to want to move to, or visit that state.

OBJECTIVES

- ◆ To introduce students to the business of marketing and promotion
- ◆ To guide students in the process of creating effective presentations and promotional materials
- ◆ To increase awareness of the diversity of the United States
- ◆ To build persuasive writing skills

PREREQUISITE SKILLS

- ◆ Knows the basic features of *Microsoft® Word 97*, including the Office Assistant
- ◆ Is familiar with *Microsoft® Excel* and its charting functions
- ◆ Has a basic knowledge of how to use *Microsoft® Internet Explorer* to gather research
- ◆ Can create a slide presentation using *Microsoft® PowerPoint®*
- ◆ Knows how to use the Page-Wizard in *Microsoft® Publisher 97*



State of Florida Web page from *Internet Explorer*

TIME ALLOTTED

Approximately 4 weeks

HOW TO BEGIN

Have a general discussion with students about the business of marketing and promotion. Explain the importance of knowing who your "target market" or audience is in order to create effective marketing and promotional materials that appeal to that group.

Instruct students that in this activity they have just been hired

as marketers by the Governor's office to convince a specific target market to move to, or visit "their" state. Then divide the class into teams of four and assign each team a state from a different region in the United States. Each team must keep in mind the market they are targeting as they research their state, prepare a comprehensive and persuasive presentation about that state, and create a compelling brochure highlighting the state's most attractive features.

Extension Activity

- ◆ Have students create their own Web site for the state they are promoting. The Web Site PageWizard in *Publisher 97* will allow them to select a one-page or multiple-page Web site which can be customized with text, pictures and hyperlinks. Web pages can also be created with *Microsoft Word 97* or *Microsoft FrontPage*.

Student Activity

DESCRIPTION

In this activity, you and three other students will work together as marketers hired to promote one state in the USA. The objective is to prepare a slide presentation and promotional brochure designed to entice a specific target market to want to move to, or visit your state.

STEP 1

Gathering Research

SOFTWARE: Microsoft Encarta 97 Encyclopedia, Internet Explorer

WHAT TO DO: Begin your research by gathering as many facts and as much information about the state you've been assigned to promote as possible. Each team member will be responsible for researching one category from the Suggested Research Topics including (a) job opportunities; (b) cost of living; (c) weather; and (d) recreation. Use the suggested subject areas as a guide and add to, or delete from, as necessary.

Encarta 97 Encyclopedia is a great place to begin your search. Simply type in the name of the state for a comprehensive overview including the state's history, climate, agriculture, and cultural points of interest.

You can also access a great deal of information about your state from the World Wide Web, using Microsoft's *Internet Explorer* and a search engine such as Yahoo or Lycos. Use the state name or a place in the state as a keyword, post questions on a traveler's bulletin

SUGGESTED RESEARCH TOPICS

SUGGESTED RESEARCH TOPICS	
JOB OPPORTUNITIES Growth Industries Per Capita Income Density of Population City vs. Country	COST OF LIVING Housing Food Transportation Medical
WEATHER Seasonal Temperatures Yearly Precipitation Sunshine/Cloud Cover Storms/Natural Disasters	RECREATION Sports Culture History Entertainment Events

board, or e-mail the state's Department of Tourism.

Keep in mind that as marketers, you need to discover great and attractive things about your state. However, you also need to be aware of the negative aspects of your state and determine the best way to address them.

Now, using the research you've gathered, decide who the most logical target market is for the state you will be promoting. Is it families? Or singles? Perhaps people living in a particular geographic region?

STEP 2

Organizing Your Ideas

SOFTWARE: Microsoft Word

WHAT TO DO: Each team should meet at least twice a week to share with team members all of the information they have gathered to date. Remember that the

different categories of your research (job opportunities, cost of living, and recreation) must work together in one presentation so if *recreation* is focusing on a particular area of the state, perhaps *weather* should focus on that area as well.

Meet with your teacher at least once a week to review your research. Are you getting appropriate information? Have you read and understood the information received? Does the information cover the whole state? What cities or areas of the state are you focusing on?

Organize your information according to the four categories listed. One easy way to start organizing your ideas is by creating an outline. The Outline View in Word provides a quick way to organize and structure your report. To learn more about Outline View, ask the Office Assistant how to "create an outline."

Since your presentation is a

collaborative effort, take advantage of *Word's* many collaborative tools including these options: Reviewing Toolbar, Comments, Revision Marks, and Versions. Team members can choose Versions from the File menu, then choose Save Now in order to note changes they've made to the group report. *Word* displays the date and time each version was saved, along with the name of the person who worked on the document and any comments regarding change they may have made to the document.

STEP 3

Mapping Out Your Presentation

SOFTWARE: None

WHAT TO DO: Each team should now begin to map out its presentation. Teams should meet to identify the most interesting or attractive features of the state. What information would

be most appealing to your target market? What information in each category is positive? Which negative? What parts of the information is quantifiable and can be charted using *Microsoft Excel*? In what order should the information be presented to the audience?

STEP 4

Charting Data

SOFTWARE: Microsoft Excel

WHAT TO DO: Be prepared to create at least five charts. (*Microsoft Excel* has 14 different chart types.) Think about the data you wish to present and choose the type of chart that you feel will present your data most effectively (see Example 2.)

To create a chart, highlight the range of data you want to include in the chart. Then click the Chart Wizard button. Follow the instructions in the wizard to specify the chart type

and options you want.

Keep in mind the following points: Are your charts accurate? Are they readable and clear? Do they present interesting information?

STEP 5

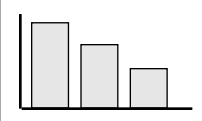
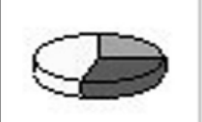
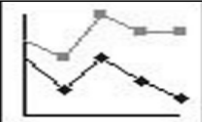

Creating Slides

SOFTWARE: Microsoft Powerpoint

WHAT TO DO: Anytime you are presenting information to a group of people, you want that information to be as clear as possible. *PowerPoint* enables you to quickly and easily create slide presentations that communicate information effectively.

Each team member should create about 10 slides and be prepared to present those slides to the class in about five minutes. The entire presentation should take no more than 25 minutes.

You may also wish to add hyperlinks to related Web sites or other slides within your pre-

<p>COLUMN CHART <i>To show recreation growth (or decline)—sports, culture, entertainment, events—over the past 10 years</i></p>	
<p>PIE CHART <i>To show cost of living expenditures—housing, food, transportation and medical</i></p>	
<p>LINE CHART <i>To show population growth (or decline) of your state during the last 25 years</i></p>	
<p>SCATTER CHART <i>To show average temperature in your state during each of the twelve months of the year</i></p>	

Example 2: Examples of some common charts used for presenting data

sensation to create greater visual interest. For example, if you see an image from *Encarta* that you would like to include, simply click on the picture, then click Copy Image. Open up your *PowerPoint* file and paste the image. With *Encarta*, you can copy and paste text, photos, charts and maps into your reports, and citations are added automatically.

Since each team member will be preparing their own slides, be sure to use the Slides from File option under the Insert menu to bring all team member's slides into one presentation.

Use a variety of visuals, with as little text as possible on each slide. The Apply Design command on the Format menu lets you add a colorful background to all slides (see Example 3). With *PowerPoint*, you can also include sound and narration to create a multimedia presentation. Speaker notes can be added to each slide by choosing Speaker Notes from the View menu.

Print the Notes Pages to help guide you when delivering your presentation. Be sure to add

slide transitions and animations to each slide. These features will make your slides more interesting and provide you with more control over the pacing of your presentation.

STEP 6

Creating the Brochure

SOFTWARE: Publisher 97

WHAT TO DO: Create an eye-catching brochure designed to appeal to your target audience and complement your presentation. The Brochure PageWizard in *Publisher* makes it easy to create a customized design.

Click Create New Publication on the File menu, and then the PageWizard tab, if necessary. Click the Brochure PageWizard to step through the process of creating a brochure. Be sure to include pictures and charts from your research by replacing the placeholder pictures with the images you've gathered. For additional help, click the Show Help button on the status bar.

Of course, you'll also want to type your own information in the brochure to replace the

placeholder text that *Publisher* inserts. You can type directly into a text frame, or insert a text file. If your text doesn't fit, try editing the text to fit, changing the font size, margins, or letter spacing, or continuing the text in another text frame.

Make multiple copies of your brochure to hand out following your oral presentation.

STEP 7

The "Dress Rehearsal"

SOFTWARE: Microsoft PowerPoint

WHAT TO DO: Now do a "dress rehearsal" of your presentation. The Rehearsal feature in *PowerPoint* monitors the time spent on each slide so you don't spend too much or too little time on any one slide. You can get timings for your slides before you rehearse, or you can get them automatically while you rehearse. Ask the Office Assistant about "rehearsing."

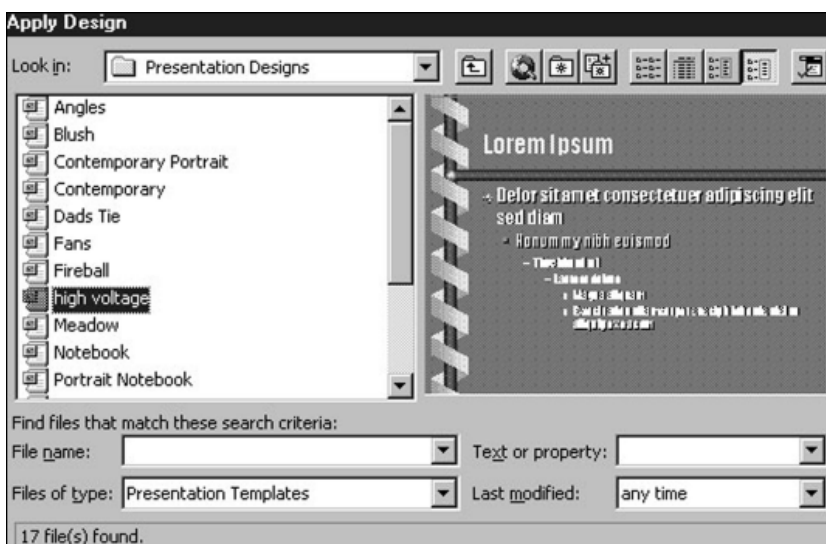
STEP 8

The Presentation

SOFTWARE: Microsoft PowerPoint

WHAT TO DO: Your presentation can be given as a slide show on the computer, projected onto a screen using an LCD type panel, or you can create overhead transparencies.

Practice good presentation skills, such as using a slow, clear voice and avoiding distracting gestures. Following your oral presentation, distribute copies of your brochure to classmates. After all the class presentations are finished, choose the state you would most like to visit based on the information presented. ■



Example 3: Apply Design feature in PowerPoint