

TIDES Marketing Firm (8th grade, English 1)
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Summary: In this lesson, students will practice the art of persuasion by producing a sales pitch for historical items that are trying to make a “comeback.” Students must use historically accurate information and speech-making knowledge to promote the sale of their products.

Objectives:

- Students will use the TIDES website to locate images for which they will produce a creative and persuasive speech and jingle to sell to The TIDES Marketing Company. Students should use the links provided. **(ELA TEKS 13 B,D; 21 B-E)**
- Students will use listen and take notes on persuasive speeches in order to make their sales pitch believable and buyable. **(ELA TEKS 1 A-C, 2 A-E, 3 A-D, 4 A-C, E)**
- Students will be offered the opportunity to present their finished products to their peers as well as to The TIDES Marketing Company (the instructor). **(ELA TEKS 5 A-B, 14 A-D, 15 A, D, E; 18 A-B)**

Materials Needed:

- Notes on Persuasive Speech
- Computers/printers (classroom set or computer lab)
- Writing/artistic supplies
- Creative-Thinking caps ☺

Procedure:

Before students proceed onto their individual projects, informally assess their prior knowledge on persuasive speech and re-teach as necessary. Have students take notes as you provide definitions and examples. Discuss television commercials as an example of persuasive tactics aimed at a certain audience.

Next, allow students to choose their groups or have groups assigned. Groups will choose one TIDES item from the attached sheet for which to create their sales pitch. Each sales pitch must be accompanied with a jingle that should last between 30 seconds and 1 minute. Remind the students that the purpose of this activity is to sell a historical item that is now coming back into existence.

Evaluation will depend on whether or not their product was bought by the “TIDES Marketing Company,” allowing the students to begin their national launch of their product. Questions to keep in mind: Is the presentation creative? Did they make their “old” product usable today? Is their jingle catchy or memorable? Did all group members participate equally?

****Modify this lesson as needed. Instructors, you know your students best!**

Activity:

TIDES Items to Market and Sell:

MEMO: Your independent company must produce a sales pitch for ONE of the following items. These items may seem decades old, but history has a way of repeating itself. SELL IT or LOSE IT!

Directions: Enter the underlined names and phrases into the search engine on the TIDES site. As a group, decide which product you will sell. Your group must come up with a persuasive speech to entice consumers, as well as a catchy and memorable jingle for your commercial. Since these items are dated, their looks will change. Present an example of how your product will look in stores today. SELL IT or LOSE IT!

[Antoinette Power Houston's Fan](#) -Her hand-held fan is making a comeback! Sell it!

[Civil War Saber](#) – Joseph C. Morrow's saber may have been present during the Civil War, but it needs to be in stores TODAY! Sell it!

[Flintlock Rifle](#)– This rifle deserves another chance on store shelves. Sell it!

[Handkerchief](#) – What ever happened to those days when people carried handkerchiefs? Bring them back and sell it!

[Miniature Wagon w/ Oxen](#) - This toy was prevalent decades ago. Aren't children still playing with toys? Sell it!

[China Poblana Dress](#) – Every woman deserves a beautiful dress. This dress is sixty years old but the colors are vibrant. Bring it back and sell it!

[Hightop Shoes](#) – Hightop tennis shoes used to be a thing of the 80s and 90s, but who knew that boots fit into that category. Since it's back, sell it!