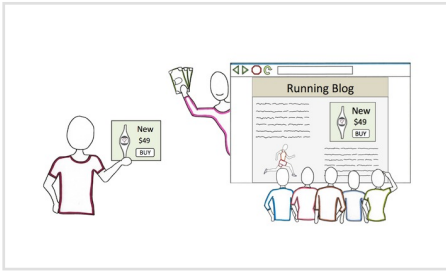


Lesson Plan

This lesson plan is designed to help you teach using a Common Craft video. Use the information below to introduce the video and then follow the video with discussion questions and other resources.



commoncraft.com/video/online-advertising

ISTE Standard:

**Creative Communicator,
Indicator 6a**

Online Advertising

Explained by Common Craft

We see advertising just about everywhere online. Using an example of a small business, this video explains the major advertising models and how they work to build awareness for a new product.

Learning Outcomes

- Explain how online advertising allows businesses to tell potential buyers about products
- Describe how display advertising works
- Describe how keyword advertising, a form of pay-per-click advertising, works
- Define affiliate marketing
- Explain how remarketing works to show ads related to recently visited websites

Discussion Questions

Q #1

What factors should a company consider when determining which model of advertising to pursue?

Q #2

Select an online advertisement you have recently seen and describe which advertising models are the most likely candidates behind the ad. Explain your reasoning.

Knowledge Check Q&A

Q

What is display advertising?

A

It is an advertising model in which an advertiser pays a fee to a website to display its ad on that website. Often, the fee is based on the amount of times the ad is seen. The measurement cost per mille (CPM) refers to the cost the advertiser pays per thousand impressions.

Q

What is a keyword advertising program?

A

It is a form of advertising in which an advertiser pays a fee to have its text ad appear whenever a person types in specific keywords chosen by the advertiser.

Q

What is pay-per-click advertising?

A

It is an advertising model in which the advertiser pays a fee to the website that displays its ad every time the ad is clicked.

Q

What is affiliate marketing?

A

It is an advertising model in which the advertiser pays a fee to individuals and organizations who promote the advertiser's products through special, trackable URLs.

Q

What is remarketing?

A

It is an advertising model in which an advertisement for a website is displayed to people who have visited the website in the past.

Resources for Learning More

Harvard Business Review

Niraj Diwar

"Has Google finally proven that online ads cause offline purchases?" 6/1/2017

<https://hbr.org/2017/06/has-google-finally-proven-that-online-ads-cause-offline-purchases>

Dummies.com

Peter Kent

"Understanding pay-per-click (ppc) advertising"

<http://www.dummies.com/web-design-development/site-development/understanding-pay-per-click-ppc-advertising/>

Internet Advertising Bureau UK

"The evolution of online display advertising" 5/13/2012

https://www.youtube.com/watch?v=1C0n_9DOlwE

Forbes

Steve Olenski

"4 myths about affiliate marketing you need to know" 7/8/2014

<https://www.forbes.com/sites/steveolenski/2014/07/08/4-myths-about-affiliate-marketing-you-need-to-know/#72d9edc9744f>

The New York Times

Daisuke Wakabayashi

"Google will no longer scan emails for ad targeting" 6/23/2017

<https://nyti.ms/2tYPWdW>