

Advertising with Foursquare and Other Forms of Media	
Objective	Given a form of advertisement and media, students will be able to discuss the pros of cons of using that media form to advertise a business.
Learning Environment	Computer lab with access to internet and Foursquare
Students	9 th – 12 th grade
Standard	N/A
Materials	Computer with internet access, newspaper, phonebook, video clips of commercials
Procedure	<ol style="list-style-type: none"> 1. Introduce the students to the concept of marketing 2. After students have received an intro to marketing, help them set up a Foursquare account 3. Allow the students to explore Foursquare and see how restaurants use it to advertise their business. 4. After they look at Foursquare, have the students look at business advertisements in the newspaper, phonebook, and through TV commercials. 5. Once they have seen various ways to advertise a restaurant, the students should come together as a class and discuss the various benefits and disadvantages that come with advertising through each media form. 6. With the completion of the discussion, the students should create a list of the various advantages/disadvantages that they came up with.
Application	Students should be able to recognize the many ways that a business can advertise and also the advantages/disadvantages that come with each media form.
Evaluation	After the discussion, the students should write an essay in which they select the media outlet that they think is the best and the one which they think is the worst, then explain their reasoning for both.