

CAREER COUNSELLING



PRACTICAL APPROACH

Lesson Plan

Marketing

Age of students	13-19 years
Topic	Advertising (image) the key to your success!
Additional subjects	Management, economics, fundamentals of entrepreneurship.
Objectives	Building and presenting your own image.
Number of people per group	Individual work
Activity time	5-10 min
Tools	Multimedia board.
Competence	Know yourself and your interests.
Possible preparatory actions	Work using the reverse lesson method with questions on the wheel of fortune or familiarize students with questions before practicing in class. Possible discussion in pairs on possible answers.
Expected results	Building your own image and self-presentation.
Expected difficulties in implementation among students	Problems with students answering questions.
Follow-up	Preparation of CV. Interview.



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TIME	ACTION STRATEGY, PROCEDURE	METHODS, TOOLS
5-10 min	Wheel of fortune in advertising: 1.Student walks up to a media Board and spins a wheel, 2.The wheel challenges the question that is now emerging (Appendix 1) 3.The participant answers the question he has chosen. 4.Each student spins the wheel once and answers a question.	Tablica multimedialna, internet

