

Enterprise Activity Front Sheet

Course: English

Level: GCSE

Coursework/Exam Prep/ speaking and listening

Project title: Adventure travel

Start Date:

Completion Date:

Total time 9 hours = 3weeks@ 3 1 hour lessons

Learning Objectives (WALT)

Original writing

Writing to persuade.

Speaking and listening

Scenario:

You are advertising copywriters.

You have been studying the advertising literature of your competitors because you are hoping to secure a contract from a holiday company to write promotional material for adventure travel holidays to unusual destinations aimed at professionals in the 55+ age group.

Your research shows that this age group tends to use the web to research and plan its travel needs.

The travelling group can be flexible about dates and has higher levels of disposable income than people with young families.

Task:

You must produce a range of material to pitch to the travel company which will fire the imagination of the customer, explore a range of adventure travel possibilities, engage their interest and encourage them to buy their holiday from the company.

The range of material could include;

- **A web-page**
- **Printed material**
- **Powerpoint slides**
- **Magazine articles**
- **Script for a Classic FM radio advertisement**
- **An A4 handout**

The material will need to include full colour pictures.

You will have a maximum of ten minutes to pitch your material to a company representative.

Success criteria (WILF):

Understanding of the target audience

Writing appropriate to their needs

Appropriate language and vocabulary (including use of technical terms)

Choice and use of visual images

Presentation using standard English

Effective presentation for purpose

Assessment criteria (subject)

Appropriate form and structure

Coherent sentences

Interesting and developed narrative

High level of technical accuracy (punctuation, paragraphing)

Use of wide range of sentence structures (teacher to clarify)

Correct spelling

Imaginative and persuasive language

Enterprise capability development

Economic and business understanding

Customer focus

Creativity

Problem-solving

Understanding others

Planning

Taking responsibility