

## Grade 7 EMS Worksheet

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### Assessment Task: Advertising campaign

#### Plan your advertising campaign (Group activity)

1. Brainstorm ideas for your poster advertisement. List and describe your five best ideas. [5 marks]

#### Group assessment checklist

Criteria	Yes	No
Our group held a brainstorming session.		
Our group came up with several ideas for a poster advertisement.		
We made a list of our five best ideas.		
We all contributed equally to ideas for our poster advertisement.		
Each member of our team showed respect for the others' ideas.		

2. Decide where you are going to place your poster advertisement. List five suitable places and give a reason for your choice. [10 marks]

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### Suggested Solutions

Question number	Possible marks	Solution												
1	5	Individual ideas for advertisement from brainstorming session.												
2	10	<p>Look at Thobela's answer:</p> <p>We decided we were going to put up our poster advertisements at the following places:</p> <table border="1"> <thead> <tr> <th>Place</th> <th>Reason</th> </tr> </thead> <tbody> <tr> <td>Local supermarket</td> <td>Many mothers with small children shop there.</td> </tr> <tr> <td>Local clinic</td> <td>Mothers take their children there to be vaccinated, and they sit in the waiting room so they will see our poster.</td> </tr> <tr> <td>Doctors' rooms</td> <td>Mothers take their children there for check-ups, and as they wait in the waiting room they will see our advertisement.</td> </tr> <tr> <td>Crèches and playgroups</td> <td>Parents who drop off or pick up their children will see our advertisement.</td> </tr> <tr> <td>Local gym</td> <td>Parents who gym there and don't have someone to take care of their children will see our advertisement.</td> </tr> </tbody> </table>	Place	Reason	Local supermarket	Many mothers with small children shop there.	Local clinic	Mothers take their children there to be vaccinated, and they sit in the waiting room so they will see our poster.	Doctors' rooms	Mothers take their children there for check-ups, and as they wait in the waiting room they will see our advertisement.	Crèches and playgroups	Parents who drop off or pick up their children will see our advertisement.	Local gym	Parents who gym there and don't have someone to take care of their children will see our advertisement.
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### Appendix of Assessment Tools

#### Group assessment checklist

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