

Grade 7 EMS Worksheet

Assessment Task: Advertising slogans

Advertising slogans (Group activity)

Read the information below and do the exercise that follows.

Advertising slogans are short catch phrases used in advertising campaigns. They draw attention to a product and help to build the product brand or reputation.

Collect at least ten advertising slogans from magazines and make a collage. Put your collages up in your classroom.

Group assessment checklist

Criteria	Yes	No
Our group collected ten or more advertising slogans.		
Our group made a collage of advertising slogans.		
Our group members appreciate that each of us has different talents and strengths.		
Our group enjoyed making collages together.		

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Suggested Solutions

Not applicable.

Appendix of Assessment Tools

Group assessment checklist

Criteria	Yes	No
Our group collected ten or more advertising slogans.		
Our group made a collage of advertising slogans.		
Our group members appreciate that each of us has different talents and strengths.		
Our group enjoyed making collages together.		