

Lesson Plan

Sports Car Marketing

Book: Sports Cars

Series: Let's Roll!

Level: Beacon

Objective

To help students practice writing persuasively while customizing their word choice, tone, and organization to fit a particular context.

Supplies

- *Sports Cars*
- Pencils and paper

Before the Activity

Read through the *Sports Cars* book, or assign it to students to read on their own.

Activity

The word *luxury* is used on p. 17: “For most buyers, sports cars are a **luxury**.” Ask for a volunteer to look this word up in the book’s glossary. Have the volunteer read the definition out loud. Then ask the following questions:

- Why are sports cars considered a luxury? (A: They are often too small to be practical for everyday use, and they are very expensive.)
- Why might people want to purchase sports cars? (A: They might like how the cars look, they might enjoy driving fast, or they might like how it feels to drive that kind of car.)

Ask students to imagine that they work for a company that sells sports cars. It is their job to come up with an idea for a new kind of sports car. The car’s look and features should be designed to make people want to buy it.

Have students write two texts about this new kind of car. First, they should write a letter to their imaginary boss. They should use specific words from the text (such as *chassis* and *engine*) to describe the car’s features. The letter should also explain why the car would be a good idea to make. It should include three reasons why people would want to buy the car.

Second, students should create an advertisement for the car. The ad should use only a few sentences. It should include a picture, too. The picture and the text should work together to make people want to buy the car.

Evaluation

Did students write persuasive letters, including three reasons why people might want their car?
Did they include persuasive text and an appealing picture in their advertisement?

Standards

This lesson may be used to address the Common Core State Standards' language standards, grade 4 (L 4.3; L 4.4) and writing standards, grade 4 (W 4.1; W 4.4).