

Name:

Advertising for Success

Aligned to the following standards:

CS.05, FFA.PL-A, FFA.PG-J, FFA.CS-M, FFA.CS-N, AG5, AGC08.01, AGC09.01, AGC09.02, CCSS.RI.9-10.2, CCSS.RI.9-10.4, CCSS.W.9-10.1, CCSS.W.9-10.2, CCSS.SL.9-10.1, CCSS.RST.9-10.8, CCSS.RST.9-10.9, CCSS.WHST.9-10.1, CCSS.WHST.9-10.2, CCSS.WHST.9-10.4, CCSS.WHST.9-10.6, CRP.02, CRP.04, CRP.07, CRP.08, CRP.10, CRP.11

Directions:

AgCareers.com wants to showcase a successful middle or high school agriculture program in their next publication. Using the collegiate agriculture program advertisements in the AgCareers.com Food and Agriculture Career Guide (<https://www.agcareers.com/ag-and-food-career-guide/2024/US/>) as examples, design an advertisement for your school's agriculture program that will showcase its strengths. Be sure to include examples of how your agriculture program prepares agriculture students for a future career. Answer the questions below to help you collect the information for your advertisement. Turn in your finished product according to your teacher's instructions.

Name of your school:

List the agriculture courses taught.

How many students are enrolled in agriculture courses?

How many students are FFA members?

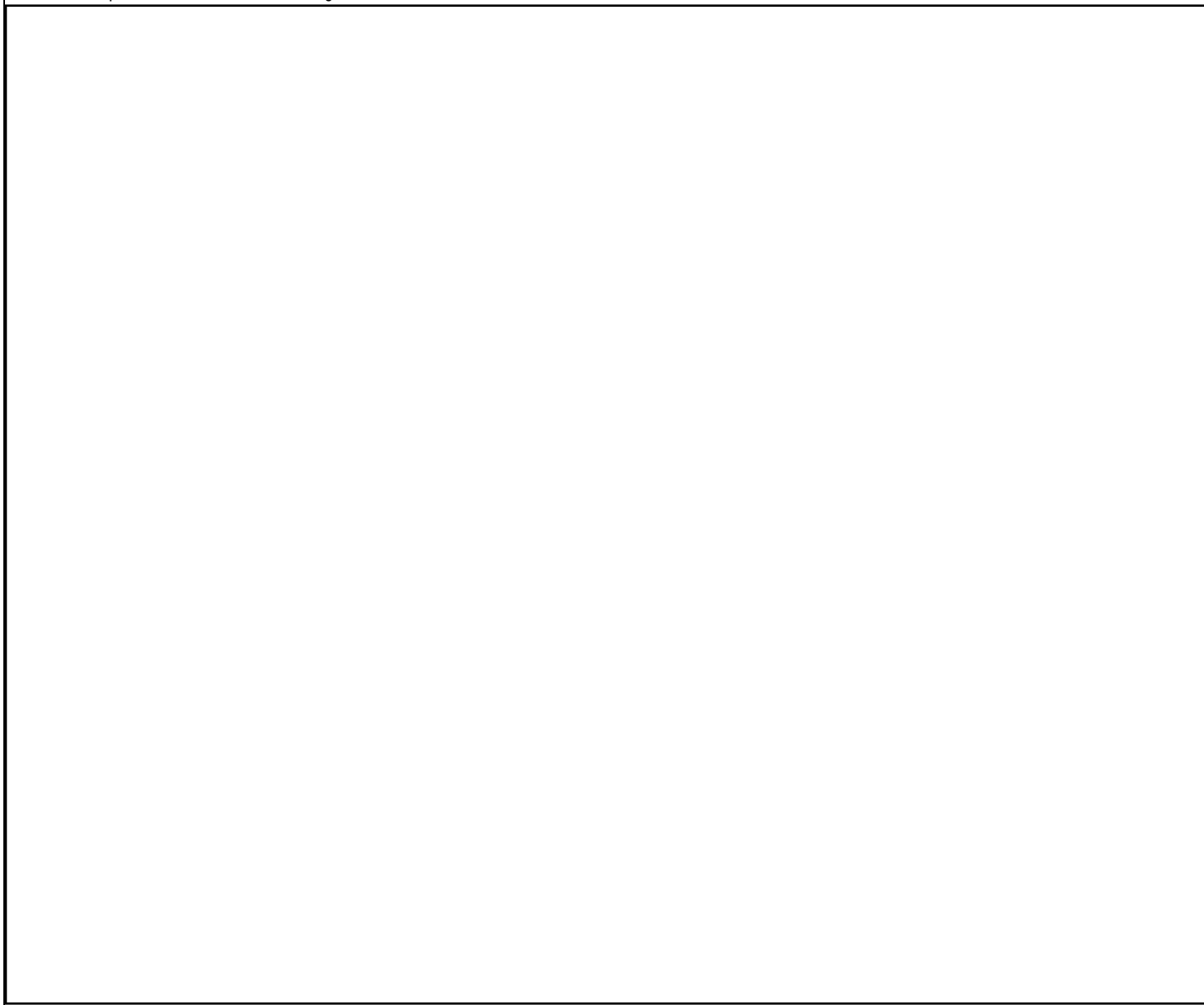
What CDEs (career development events) does your FFA chapter compete in?

List two activities your agriculture classes do to help explore careers.

List two unique things about your agriculture program.

Name:

Use the space below to sketch your advertisement.



- ❖ How does the combination of images and text impact potential students who might want to take an agriculture class at your school?



- ❖ Looking at your advertisement, do you feel your agriculture program is successful at exposing students to careers and preparing them for their futures? Why?

