













**Quick View**

**There are 3 parts to this lesson:**

|          |   |   |
|----------|---|---|
| <b>1</b> | Introduction: Corporate stationery & logos  |         |
| <b>2</b> | Market research & questionnaires  |         |
| <b>3</b> | Creating the questionnaire  |     |
|          |   |   |
|          | Homework: Pupils think about other ways that their business could develop a corporate image |   |

## Delivery

### 1. Introduction: Corporate stationery & logos

The next activity requires pupils to mail merge. They will use a questionnaire that is part of their corporate image, including a logo.

Discuss the reasons why business have logos and headed paper and show the presentation. There are notes and a **handout2a** to support this.

Either:

|                       |  |
|-----------------------|--|
| <b>Group activity</b> | Show <b>presentation2a</b> on a large screen               |
| <b>Individual</b>     | Pupils view their own version in <b>activity 2 / start</b> |

Key questions:

- What types of logos are there and which would be suitable for their business?
- What is the purpose of headed paper?

Pupils are then required to design and create their own business logo using suitable software, discussing which is most suitable as a group. This is repeated for the headed paper. They should aim to have only one logo and headed paper to use.

Show pupils the language cards **language2** for this lesson.

### 2. Market research & questionnaires

Discuss the reasons for carrying out market research.

Show pupils the **example2a** Troy's Toys questionnaire; this has blank areas so that it can be customised using mail merge.

Remind pupils about the Data Protection Act and what this requires (previous unit).

There is a **handout2b** to support this.

### 3. Creating the questionnaire

Pupils should now create their own questionnaire ready for mail merging next activity.

Remind pupils to:

- Think carefully about phrasing questions (skills from previous units and **handout2b**)
- Leave space so that personal details can be inserted during the mail merge stage

### Homework:

Provide pupils with **homework2**, this homework asks them to think about other ways that their business could develop a corporate image.

You may feel it appropriate to provide the homework sheet in electronic format for those pupils with computer access at home. Consideration should then be given to:

- How they would return the work and the style - electronic or printed
- Virus protection
- Authenticity of the work

## Objectives

### Finding Information & Communicating Information

#### Pupils should be able to:

- Develop open and closed questions with sensitivity, recognising people's cultural, social and ethical differences.
- Design a questionnaire or data-collection sheet to collect relevant data, and obtain and use feedback to establish what are good questions.
- Identify examples of automated data collection and recognise the impact of electronic databases on learning, everyday life and employment.
- Draft, refine and structure their work using a combination of ICT tools to convey meaning more effectively.

#### Pupils should be taught to:

- Understand how and where logos and headed paper are used.
- Design logos and headed paper as part of a group and to make a joint decision as to the best one to use.
- Understand the role of market research and what it can entail.
- Use suitable software to create the chosen logo and headed paper.
- Use suitable software to create their questionnaire.

## Preparation

### Have you:

- Identified the key elements of this lesson
- Understood the school ICT policy in the areas that may affect this lesson
- Thought about the seating arrangements for any large group demonstration
- Checked that the whiteboard or large screen has been set up
- Prepared any extra work to be used for differentiation
- Prepared any work that teaching assistants may require
- Looked at the sample demonstrations and are familiar with their content
- Reviewed / copied any handouts / worksheets for the lesson
- Practised the skills required that need demonstrating
- Prepared any key word displays

**Required IT skills for this lesson:** Demonstrations are available in the unit

Using a large screen / whiteboard

Using suitable graphics software for creating logos, e.g. Serif Draw

Using suitable software for creating questionnaires, e.g. Word

## Differentiation & Extension

Consider the following for some pupils:

- Examples of headed paper and suitable logos
- Examples of market research type questionnaires
- Examples of direct mail that has been customised

The following resources are available to pupils. Printable versions are available by accessing the 'all resources' within each lesson. These may be useful for reinforcement, extension or general support.

- 2 Wordsets with audio support
- 2 Wordsearch activities
- 2 Interactive crosswords

## Homework & Language

**Homework:**

Provide pupils with **homework2**, this homework asks them to think about other ways that their business could develop a corporate image.

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- How they would return the work and the style - electronic or printed
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**Language for learning:**

market research

field

logo

Data Protection Act

## Resources

### For this lesson:

### You will need:

- Large screen display or whiteboard
- Access for pupils to **Unit 8.5 > Activity 2**
- Suitable graphics and word processing software, e.g. Serif Draw and Word
- Worksheets and handouts

### Teacher Resources:

These are accessed by opening the **Teacher Resources File** on the CD (or network).

| Resource Description                         | Filename       | Format      |
|--|----------------|-------------|
| Language Cards                               | language2      | Word<br>PDF |
| Presentation – Logos & Corporate Letterheads | presentation2a | PowerPoint  |
| Notes on presentation                        | notes2a        | Word<br>PDF |
| Handout on Logos & Corporate Letterheads     | handout2a      | Word<br>PDF |
| Example questionnaire                        | example2a      | Word<br>PDF |
| Handout on Market Research & Questions       | handout2b      | Word<br>PDF |
| Activity sheet                               | task2          | Word<br>PDF |
| Summary sheet                                | summary2       | Word<br>PDF |
| Homework sheet                               | homework2      | Word<br>PDF |

**Pupil Resources:**

These are accessed by opening the **Pupil Resources File** on the CD (or network).

| Resource Description                     | Filename         | Format      |
|--|------------------|-------------|
| Pupil activity sheet                     | <b>task2</b>     | Word<br>PDF |
| Summary sheet                            | <b>summary2</b>  | Word<br>PDF |
| Handout on Logos & Corporate Letterheads | <b>handout2a</b> | Word<br>PDF |
| Handout on Market Research & Questions   | <b>handout2b</b> | Word<br>PDF |
| Homework sheet                           | <b>homework2</b> | Word<br>PDF |