













Quick View

There are 3 parts to this lesson:

1	Introduction: Understanding mail merging	  
2	Database revision & creating the data source	    
3	Mail merging the form letter and data source	   
	Homework: Other methods of market research	

Delivery

1. Introduction: Understanding mail merging

During the last activity pupils were introduced to direct mail and looked at Troy's Toys example questionnaire that formed part of the market research. They will have created their own questionnaire and this activity introduces them to mail merging.

Discuss why mail merging is useful and where else it is used, e.g. junk mail. This should also lead to a reminder about the Data Protection Act (previous unit)

Explain that there are generally 3 steps to mail merging although there are also several way to achieve it. The presentation describes using a Word document and database and explains the general principles of mail merging. However, most major software including databases and spreadsheets will support mail merging. Discuss with pupils the advantages and disadvantages of using these for mail merging.

Show **presentation3a** , there are **notes3a** to accompany it.

Group activity Show **presentation3a** - mail merging

Individual Pupils view their own version in **activity 3 / start**

Show pupils the language cards **language3** for this lesson.

2. Database revision & creating the data source

This part of the activity is about creating the data source using an Access database (although other methods are suitable).

Pupils may need reminding about databases, show **presentation3b**, there are **notes3b** to accompany it.

Group activity Show **presentation3b** - databases

Individual Pupils access the demonstration from **activity 3 / task**

Remind pupils why a data source is required and show them the **example3a form letter** and **example3b data source** of Troy's Toys.

Group activity Show **example3a** (form letter) and **example3b** (data source)

Individual Pupils access the demonstration from **activity 3 / task**

3. Mail merging the form letter and data source

Pupils now create their own data source and complete the mail merge process using their questionnaire from activity 2 as the form letter.

Remind pupils that the suitability of entries in the data source is more important than quantity.

Develop this by asking:

- What information should the data source hold?
- What is appropriate and inappropriate?

Homework:

Hand out **homework3**.

This homework asks pupils to look at other methods of market research, which they should include in their final report.

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, Developing Ideas & Communicating

Pupils should understand:

- Save files in appropriate formats and create a hierarchical folder structure.
- Evaluate different applications in terms of the structure and method of processing data.
- Automate simple processes by harnessing software tools; recognise where automation tools, such as filtering, can be used to improve safety when using the internet.
- Extract, combine and modify relevant information for a specific purpose, and structure and sequence this to meet audience needs.

Pupils should be taught to:

- Create a data source.
- Mail merge a form letter and data source.
- Save the outcome and print.

Preparation

Have you:

- Identified the key elements of this lesson
- Copied any worksheets or homework sheets
- 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 work that teaching assistants may require
- Practised the skills required that need demonstrating, e.g. databases/mail merging
- Prepared any key word displays

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

Using a large screen / whiteboard

Creating a form letter - inserting fields

Creating a data source

Mail merging documents

Differentiation & Extension

Consider the following for some pupils:

- A partly prepared form letter and data source
- Data sources that can be used for reference to save pupils having to make up addresses
- A wall chart showing the 3 main steps of mail merging

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:

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Language for learning:

misuse

hacking

corporate design

database

mail merge

record

Resources

For this lesson:

You will need:

- Large screen display or whiteboard
- Access for pupils to **Unit 8.5 > Activity 3**
- Suitable database software, e.g. Microsoft Access

Teacher Resources:

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

Resource Description	Filename	Format
Language Cards	language3	Word PDF
Presentation – Mail Merge	presentation3a	PowerPoint
Notes on presentation	notes3a	Word PDF
Example Form Letter	example3a	Word PDF
Example Database	example3b	Access
Presentation – Database	presentation3b	PowerPoint
Notes on presentation	notes3b	Word PDF
Activity sheet	task3	Word PDF
Summary sheet	summary3	Word PDF
Homework sheet	homework3	Word PDF
Activity Answers	act3answers	Word PDF

Pupil Resources:

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

Resource Description	Filename	Format
Pupil activity sheet	task3	Word PDF
Summary sheet	summary3	Word PDF
Example Form Letter	example3a	Word PDF
Example Database	example3b	Access
Homework sheet	homework3	Word PDF