AOHT Hospitality Marketing

Lesson 11

Broadcast Media Campaigns

Teacher Resources

| Resource | Description |
| --- | --- |
| Teacher Resource 11.1 | Guide: True or False? |
| Teacher Resource 11.2 | Assessment Criteria: Jingle Writing |
| Teacher Resource 11.3 | Key Vocabulary: Broadcast Media Campaigns |
| Teacher Resource 11.4 | Bibliography: Broadcast Media Campaigns |

Teacher Resource 11.1

Guide: True or False?

Before class begins, copy the content below onto index cards (one statement per card).

Content for True/False Cards

**1. True or False? Television advertising is always more effective than radio advertising.**

**2. True or False? If you run a television ad at 8 p.m., it will be more expensive than if you run it at 1 a.m.**

**3. True or False? You can find more specific audiences for radio than you can for television.**

**4. True or False? Both radio and television ads are most effective if they include a “call to action” that the watcher or listener should do “right now.”**

**5. True or False? Prime time—the most expensive time to run ads—is the same time of day for television and radio advertising.**

**6. True or False? Television ads are expensive to make but have a low cost per exposure. In other words, a TV ad can share a lot of information in a single ad, so it’s still a good investment for many companies.**

**7. True or False? It is more expensive to run a radio ad in the early evening than in the morning.**

**8. True or False? Now that people record TV shows to get around having to watch ads, people are depending more on radio ads.**

**9. True or False? The price of a radio ad will also be affected by what day of the week you want it broadcast.**

**10. True or False? Both television and radio ads need to focus on one specific point or message.**

Answers

1. False
2. True
3. True (because radio stations cater to specific demographics in a way that noncable TV doesn’t)
4. True (a specific, measurable call to action is important in most campaigns because it helps the client figure out if the marketing campaign is working)
5. False (it’s earlier on radio than on TV)
6. True
7. False (morning drive time is equally expensive on the radio)
8. False (product placement is another way to advertise on TV)
9. True
10. True

Teacher Resource 11.2

Assessment Criteria: Jingle Writing

Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Using the following criteria, assess whether the student met each one.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | Met | Partially Met | Didn’t Meet |
| The jingle creates a clear and appealing image for the attraction. |  | □ | □ | □ |
| The jingle uses language effectively to catch the listener’s attention and to make the product memorable. |  | □ | □ | □ |
| The jingle is based on an accurate representation of the attraction. |  | □ | □ | □ |
| The type of music is easy to remember, attractive to the target audience, and distinctive. |  | □ | □ | □ |
| The jingle script is neat and uses correct spelling and grammar. |  | □ | □ | □ |

Additional Comments:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teacher Resource 11.3

Key Vocabulary: Broadcast Media Campaigns

| Term | Definition |
| --- | --- |
| advertising spot | Commercial or advertisement. |
| broadcast media | Sources of entertainment and information distributed by wired and wireless radio and television stations, sound and video recordings, and the mobile Internet. |
| cost per exposure | Cost per amount of selling information to which the prospective customer is exposed. |
| drive time | The hours when the most commuters are in their cars. During drive time, radio advertising costs more because of increased listenership. |
| jingle | A short song used in a commercial, usually mentioning a brand or product benefit. |
| prime time | The part of a radio or television schedule expected to attract the largest audience. |

Teacher Resource 11.4

Bibliography: Broadcast Media Campaigns

The following sources were used in the preparation of this lesson and may be useful for your reference or as classroom resources. We check and update the URLs annually to ensure that they continue to be useful.

Print

Bowie, David, and Francis Buttle. *Hospitality Marketing: An Introduction*. Burlington, MA: Butterworth-Heinemann, 2004.

Hsu, Cathy H.C., and Tom Powers. *Marketing Hospitality*,3rd ed. New York: Wiley, 2002.

Reid, Robert D., and David C. Bojanic. *Hospitality Marketing Management,* 4th ed. Hoboken, NJ: Wiley, 2006.

Online

Estrella, Espie. “The Jingle Writer.” About.com: Music Education, <http://musiced.about.com/od/musiccareers/p/jinglewriter.htm> (accessed January 15, 2016).

Hose, Carl. “How to Make Your Own Catchy Jingles.” eHow, <http://www.ehow.com/how_2078738_write-commercial-jingle.html> (accessed January 15, 2016).

Neer, Katherine. “How Product Placement Works.” HowStuffWorks, <http://money.howstuffworks.com/product-placement4.htm> (accessed January 15, 2016).

Ritter, Judith. “Day in the Work Life: Jingle Writer.” Marketplace, June 16, 2006, <http://www.marketplace.org/topics/life/day-work-life-jingle-writer> (accessed January 15, 2016).

Robinson, Tricia. “Strategies for Multi-Channel Marketing.” iMedia Connection, October 9, 2006, <http://www.imediaconnection.com/content/11534.asp> (accessed January 15, 2016).