
Lesson Four

Getting on Board: Promoting Marine Transportation Careers

Objectives

List of Teaching/Learning Resources

The Lesson Plan

Alternate or Additional Activity

Print Resources

PowerPoint Presentation (hard copy)

PowerPoint Presentation with Teacher Notes
(hard copy)

Sea for Yourself: Lesson Four

Title: Getting on Board: Promoting Marine Transportation Careers

Note to Teacher: This could be a two-class lesson. Students could be given class time to prepare their promotional materials.

Objectives:

Students will be able to

1. identify key messages that could be used to promote marine transportation careers to students (The audience could be either other high school students, junior high students, or upper elementary students.)
2. create specific promotional materials based on their interests and talents (written, oral, and other creative options)

Teaching/Learning Resources:

- *Sea for Yourself Rants* DVD (Appendix C)
 - Lesson Four PowerPoint Presentation*
 - Lesson Four PowerPoint Presentation with Teacher Notes*
- * Hard copies are included in this section; electronic copies are provided in Appendix C and on the COMPASS website.

The Lesson Plan

Opener/Attention Getter:

Play the *Sea for Yourself Rants* DVD (Appendix C) as a lead-in to encourage student thinking about creative ways to promote marine transportation careers to other students.

Lesson Body:

Teacher Presentation

Deliver Lesson Four PowerPoint Presentation

- to review the key messages that could be used in materials promoting marine transportation careers to a selected student audience
- to brainstorm ideas for promotional materials.

Student Activity:

Selling the Sea Promotional Materials Assignment

1. Have students decide on the single audience they will all target.
2. Have students work individually or form small groups based on their marine transportation career interests and/or their creative interests.
3. Have students/groups decide on the career they will promote, the key messages they will deliver, and the type of promotional material they will develop. (Try to ensure that different careers are highlighted and

that a variety of promotional materials is produced.) Students/Groups may choose from the following types of promotional materials:

- Poster Board
- Computer-generated Brochure
- Slide Show
- Rant
- Video-taped Interview
- Written Profiles (Link to Lesson Two Alternate Activity?)
- Rap Song
- Skit
- Journal Entry (*A Day in the Life of a Marine Engineer*, for example)
- Drawing/Painting (representing some exciting/interesting aspect of one of the careers)
- Other (See brainstorm list from this lesson.)

Have students include their promotional materials (or in some cases pictures or descriptions of the materials) as *Sea Chest: Entry Four* of their Course Content Portfolios.

Alternate or Additional Activity:

Getting on Board Mini Marine Transportation Career Fair

This activity could be an extension of the *Selling the Sea* Promotional Materials Assignment. Students could use the promotional materials produced in that student activity to put off a Mini Marine Transportation Career Fair.

1. Have one group assume responsibility for invitations to and advertising for the career fair.
2. Have students put off the mini career fair for their targeted student audience (possibly in their classroom, in the gymnasium, or in the school lobby) at a time convenient to all involved.

Have students include their promotional materials (or in some cases pictures or descriptions of them) as *Sea Chest: Entry Four* of their Course Content Portfolios.