

Summer Business Website

MS365 Tool: Microsoft SharePoint	Activity Description: Create a website for a summer business using Microsoft SharePoint
Subject: ELA	Learning Objectives: <i>Students will be able to...</i> <ul style="list-style-type: none">• Differentiate between informing and selling• Think critically about advertisements• Create a website advertising a summer business that appeals to a target audience

Before the Lesson:

- Ensure students have a working email address, preferably an Office 365 Education Account
- Ask students to choose a type of business (APPENDIX A)
- Ask students to begin thinking about the contents of their website (APPENDIX B)
 - *Establish their target audience prior to activity, the rest will be done during the activity*

Introduction:

- Discuss the lesson objectives
- Discuss types of advertisements and how they are directed towards specific groups of people
 - *i.e., Target audience*

Activity:

- Login to Microsoft SharePoint
- Create a site
 - *Differentiate between a website meant to inform rather than to sell*
 - Choose a site name and description
PAUSE to allow students to mirror task
- Homepage
 - Edit title: Company name
 - New section: About the owner: full name and position
 - New section: Grand opening/special event(s)
 - *Move section above "about the owner"*
- New page
 - Sales information: price of product or service
- New page
 - Contact information: location, phone number, email address, opening hours
- BONUS: *On homepage*
 - Logo and slogan
- Edit the overall look and feel of website
 - Theme, header, footer
- Publish individual pages
 - Add pages to navigation bar
 - Edit navigation bar
PAUSE following each step to allow students to mirror task

Closing:

- Share site with teacher
 - *In message field, specify established target audience*
PAUSE to allow student to share site

Assessment:

- Target Audience: *Does the student establish a target audience for their product or service?*
- Content: *Does the content in each section appeal to the set target audience?*
- Layout: *Does the student include all necessary sections within their website?*

APPENDIX A

Summer Business Website

Summer Business Suggestions

- Lemonade stand
- Dog walker
- Car wash service
- Yard maintenance
- Gardening service
- Window washing service
- Homegrown produce stand

Alternative: come up with your own summer business idea!

Summer Business Website

BEFORE THE ACTIVITY

1. What are you in business to do? What product or service are you offering?
 2. Who is your target audience?
 - *Most advertisements are directed towards a target audience. A target audience is a group of people who the advertisers think will buy or use their product or service.*
 - Think about the following criteria:
 - *Age, gender, income level, occupation, interests, location*
 - **EXAMPLE: Target audience for babysitting services**
 - **Busy parents with children under the age of 5, working parents, parents who live in the neighbourhood...**
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DURING THE ACTIVITY

3. Begin thinking about the details below. Be mindful of your target audience for every decision you make.
 - i. **EXAMPLE: Your opening hours for *babysitting services* would be during a time when most parents work, such as during the day from 9-5**

Website Contents:

- Company Name
- About the owner (full name and position)
- Grand opening/special event(s)
- Sales information (price of product or service)
- Contact information (location, phone number, email address, opening hours)
- **BONUS:** logo and slogan

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	Exemplary	Accomplished	Developed	Beginning	SCORE
Target Audience	The student thoroughly establishes a target audience	The student establishes a target audience	The student somewhat establishes a target audience	The student does not establish a target audience	/4
Content	The content within each section thoroughly appeals to the established target audience	The content within each section mostly appeals to the established target audience	The content within each section somewhat appeals to the established target audience	The content within each section does not appeal to the established target audience	/4
Layout	The website is complete with all required elements as well as additional information	The website is complete with all required elements	The website is missing 1 required element but is otherwise complete	The website is missing several elements	/4



/12