

WORLD OF WORK - WC 1st September 2025
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Year Group	Year 11
Subject	Business

Lesson 1

Please complete the task below:

TV Advertising

Watch ITV or Channel 4 or another TV station that includes adverts. Watch in the morning, the afternoon and between 6-9pm

Then write up the following information

1. Time of Day
2. What show the adverts are on in between
3. Details of each advert (business, product, target audience)
4. How do the adverts differ at different times during the day?
5. Why do you think the business has chosen that time of day?
6. Why do you think they have picked to place their adverts between the show that is on TV?

Lesson 2

Please complete the task below:

Sponsorship

Select 10 professional football teams and find out who their front of shirt sponsor is e.g.
Manchester City - Etihad Airways

Explain what each business is e.g. Etihad are an airline

Explain the benefits to the business of sponsoring a professional football team

Explain any drawbacks - e.g. impact on brand image if the team is doing poorly?

Imagine Newcastle United are looking for a new front of shirt sponsor. Explain who you think would be a good business to be on the front of the Newcastle shorts and why.

Thank You and see you soon :-)

World of Work Staff