

SELL IT SMART

ACTIVITY: Creative product ads by students

DATE: 18 July 2025

CONDUCTED BY: Class 7C

As part of a **Competency-Based Education (CBE)** activity linked to the lesson “*Understanding Markets*”, students of **Class 7C** showcased their creativity and entrepreneurial spirit by designing and presenting **innovative advertisements** for various products.

Held during the **Social Science class**, the activity encouraged students to step into the shoes of marketers and **develop strategies to promote goods and services**. From catchy jingles and taglines to persuasive selling points and product demos, the classroom turned into a lively marketplace filled with ideas and imagination.

This hands-on learning experience helped students understand real-world marketing techniques and how traders influence consumer choices. It also boosted their **communication, collaboration, and critical thinking skills**—all while having fun!

The activity was a perfect blend of **learning and creativity**, leaving the students with a deeper appreciation of the world of trade and commerce.

