

### **PROPÓSITO:**

Students will be able to have a clear idea about the advertising and write one of them, using their own knowledge.

### **MOTIVACIÓN:**

Check carefully

MOTIVATION

### **EXPLICACIÓN:**

Read the information carefully

EXPLANATION

### **EJERCICIOS:**

Time to practice

EXERCISES

### **EVALUACIÓN:**

What have you learnt about the importance of advertising?

What have you found easy on this guide? Tell us.

What have you found difficult?

### **BIBLIOGRAFÍA:**

<https://www.wordstream.com/blog/ws/2021/01/13/best...>

<https://www.honeycopy.com/copywritingblog/powerful...>