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Guide for Curriculum Unit 10.01.02
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This unit is designed as a vehicle to introduce students to the world of advertisement through the cultures and identities of Latin American countries including Argentina, Chile, Mexico and Colombia, as well as Spain, and to the world of visual arts and advertisement.

Developed for a careers-oriented high school, the unit contains a business component, with advertising jargon and vocabulary in Spanish. Students will learn how an advertising agency works, how different departments are configured and some of the duties of advertising staff. Students will practice grammar, reading, writing, listening comprehension and speaking skills.

(Developed for Business Spanish, grade 11; recommended for Business Spanish, grade 11)

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