**Extension Activity #1—Team of Two Students**

**Directions:** Following class discussion about popular songs from the past decadesbeing used to advertise products and services for individuals who were teens when the songs were popular, your team will research popular music for the past three decades and assign selected songs to advertise products and services for individuals who were teens during the decades when the songs were popular. Your team will present your ideas to class.

**Extension Activity #2—Individual Assignment**

**Directions:** Ask students to use the Internet to learn more about focus groups.

Students then write a one-page paper that explains the purpose of focus groups and

describes a company that uses a focus group for advertisements.