

Advertisement Task Rotation

Name _____

Directions: Select one of the following options to complete. Return this scoring guide with your completed assignment. Finished product should be placed in business plan as well.

Option 1-Mastery

Develop two print ads for your business: newspaper, magazine, billboard, coupon, etc. The ads should focus on your target market. Slogan and logo should be used.

	Points Available	Points Earned
Focused on target market	8	
Creativity	6	
Slogan and logo included	5	
Message fits the type of ad used	6	
Total	25	

Option 2- Understanding

Research 5 forms of advertising for your business. Present the information in a comparison table or chart. Some factors to consider would be: price, population targeted, quality of ad, frequency, etc. Include sources of your information (book is not included in this research).

Item	Points Available	Points Earned
5 Forms Researched and Correctly Represented	10	
Factors Compared	10	
Research sources included	5	
Total	25	

Option 3- Self Expressive Task

Create a video commercial promoting your business to your target market. Make it a realistic reflection of your business and products you will sell. Submit the video along with an outline of the 4 P's addressed.

Item	Points Available	Points Earned
Business Name Stated and Repeated	5	
Ad is focused on target market	10	
4P's are addressed & outlined	15	
Total	25	

Option 4-Interpersonal

Develop a promotional brochure that could be distributed to your target market. Address all 4P's in the brochure. Phrases and listings are appropriate. Logo and slogan should be included.

Item	Points Available	Points Earned
Appropriate for your target market	5	
Arrangement Neat	5	
Logo and slogan included	5	
4P's Completely Covered and Correct	10	
Total	25	