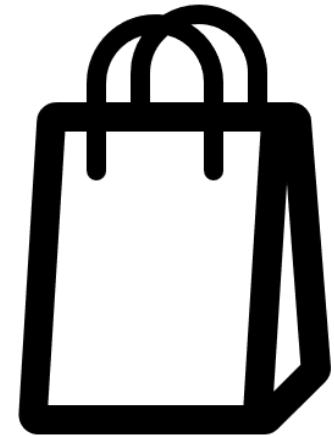


BLACK FRIDAY WRITING PROMPT



Black Friday has traditionally been known as the “kickoff” to the holiday shopping season and one of the most profitable shopping days of the year! Accountants use **black** to signify profit when recording each day's book entries (and **red** to indicate a loss), so the name “Black Friday” is used to signify the popular, profitable shopping day.



BLACK FRIDAY WRITING PROMPT

Many retailers are changing the way they operate on Black Friday this year amidst the pandemic and the current supply chain crisis. Businesses are having to get creative to keep shelves stocked & attract customers.

Pick two different retailers, and in a detailed paragraph, *compare and contrast* the strategies your chosen retailers are using to attract customers to shop Black Friday sales this year. Predict whether you think these strategies will result in success for the companies. Describe how the “shop local” movement could impact consumer Black Friday spending this year.

Grading Criteria:

- Compares and contrasts strategies two retailers are using to attract customers to shop on Black Friday
- Makes logical predictions about success of sales
- Describes how the “shop local” movement could impact consumer spending this year
- Demonstrate logical sequencing of ideas and well-developed thoughts
- No errors in grammar, mechanics, or spelling.

GRADING RUBRIC

| Grading Criteria | Points Worth | Points Awarded |
|--|--------------|----------------|
| Compares and contrasts strategies two retailers are using to attract customers to shop on Black Friday | 5 | |
| Makes logical predictions about success of sales | 5 | |
| Describes how the “shop local” movement could impact consumer spending this year | 5 | |
| Writing demonstrates logical sequencing of ideas and well-developed thought process. | 5 | |
| No errors in grammar, mechanics, or spelling | 5 | |
| Total Points | 25 | |