

The Tik Tok Competition Classwork

Hello my padawans! If you've paid attention to things hanging on the walls in this school, you may have noticed my Michael Scott (The Office) posters last year. This year, I've also added some posters of the Real Housewives lady yelling at the cat meme with a touch of Baby Yoda. The purpose of these posters was/is to get some attention and market the business courses at our school. Thanks to all of you, enrollment in business classes went up **37%** from last year to this year. That's pretty amazing. Thank you! Let's do it again!

This week, you will be a part of a competition versus everyone else taking one of my business courses this year. This is a taste of the type of things we might be doing in the brand-new Honors Marketing next year.

In groups of 2 or 3, you will be creating a Tik Tok to promote the business classes here at Arundel.

The top two submissions amongst all of my 170 students will not only get an A on the assignment, but they will also get an automatic A on the quarterly exam and their videos will be put on Wildcat TV. I will be the final judge of the top two submissions.

If you have me for two classes, you must submit two completely different videos. If no one in your group currently has Tik Tok or wants to download Tik Tok, you can use another app like Snapchat, InShot, WeVideo, Splice, etc. or just shoot a regular ol' video with your phone.

Maybe you steal an idea of something you've seen on social media. Maybe you do a popular dance and hold up posters saying the titles of the business courses. Maybe you act out a famous movie scene but edit the script to mention our business courses. **GET CREATIVE! TAKE A RISK! BE FUNNY! HAVE FUN!**

Feel free to move around the school to shoot and create your video as I know that my room does not have the best cell service. You can use this rubric as a pass. **However, do not** do anything stupid, destroy or mess with school property, or leave the building. I am trusting all of you.

You can choose to promote one course, a few, all, or just "business classes" in general. Here are the classes:

Fall Semester Courses:

- Honors Business Management
- Introduction to Microsoft Office

Spring Semester Courses:

- Honors Entrepreneurship
- Introduction to Microsoft Office

Year-Long Courses:

- Honors Marketing (**NEW!**)
- Principles of Business Management & Entrepreneurship
- Principles of Accounting & Finance
- Career Research & Development

You have two classes to work on this, but do not forget about notes, assessments, homework, or other things due as well. **It is due at the end of class on Wednesday the 8th for A Day classes and Thursday the 9th for B Day classes.** You must save the video and submit it into our Google Classroom. **Do not** submit a link; save and send the video. When you submit the video, make sure to also write who was in your duo or trio.

Points Earned	Potential Points	Requirements
	20	Does it sell/market/promote business courses at Arundel High?
	20	Is it attention-grabbing, interesting, funny, and/or creative?
	20	Is the message clear, positive, appropriate for school, and not making fun of anyone?
	60	TOTAL