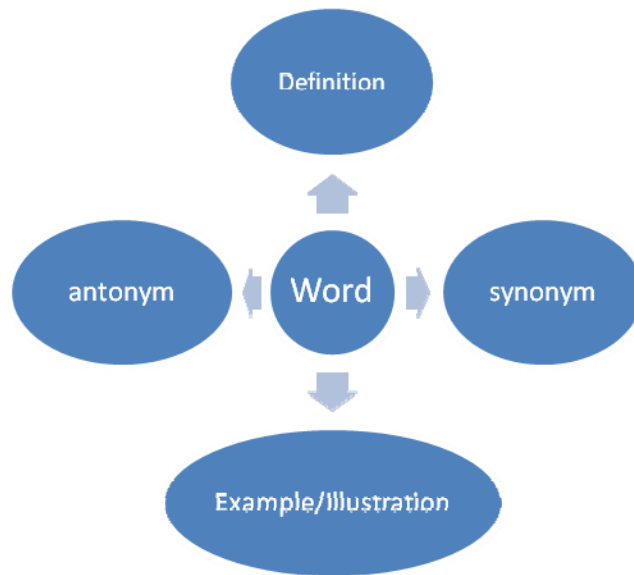


Sell It: Marketing a Product in Today's Tech World

1. Students will complete vocabulary bubblers for academic vocabulary words.



Academic Vocabulary

Estimate

Primary

Target

Demographic

Feedback

Strategy

Revisions

Persuasive

Technique

2. Student will create a type of product (shoes, cell phone, hair gel), application (like for the iPhone), or service (party DJ service) which is currently unavailable.
3. Student will create a brief business plan including: (a) the product's name,(b) illustration, (c) description, (d) estimated cost of production, (e) estimated price for retail sale, (f) location(s) where product will primarily be sold, (g) and target demographic.
4. Students will review persuasive techniques used in advertising.
 - a. http://www.readwritethink.org/files/resources/lesson_images/lesson1166/PersuasiveTechniques.pdf
5. Student will brainstorm types of advertising (ex. Print ad, radio ad, pop up ad, TV commercial, etc.) and--
 - a. decide on an *advertising campaign* using no less than three types of advertising and explain reasons for these choices.
 - b. create at least three advertisements for their product. Student will also explain what persuasive technique was used in each advertisement.
6. Student must take their product information and advertisements to one other student and one teacher and receive feedback using the Feedback Form.
7. Student will make revisions and then submit product project to teacher.

Helpful Search Terms and/or Resources

Estimated production cost of _____

(ex. Estimated production cost of sneakers <http://www-personal.umich.edu/~lormand/poli/nike/nike101-8.htm>)