Marketing 11 – Assignment 1

Complete the following assignment and submit your work to your teacher.

- Two key parts of MARKETING are selling and promoting.
- On a sheet of paper or using a digital drawing icon & images , you will create a one page advertisement to brand yourself in a creative way.
- You could put a digital picture of yourself in your advertisement, or you could choose a cartoon type character from clip-art to depict yourself.
- The key factor here is to be creative.

The information that you are to include in your advertisement presentation is listed below:

- **Name:**
  Think of how product names look on packaging and create an interesting design for your own name. Try to make it stand out.
- **Hobbies:**
  What do you like to do in your spare time?
- **Favourites:**
  Choose only one from each category.
  - Person - singer, actor/actress, person (e.g.) family member
  - Movie
  - Animal, or Bird...
- **Let's Pretend:**
  If money was no obstacle, where in the world would you live?
- **Motto or Favourite Saying:**
  In advertising slogans are used to remind people of different products and services, what is your slogan?

DUE: Monday January 10, 2022

RUBRIC				
Categories/Criteria	Level 1 (50 - 59%)	Level 2 (60 - 69%)	Level 3 (70 - 79%)	Level 4 (80 - 100%)
Use of planning skills (e.g., focusing research, gathering information, selecting strategies, organizing a project) (T/K) 20 marks	uses planning skills & marketing ideas with limited effectiveness	uses planning skills and marketing ideas with some effectiveness	uses planning skills & marketing ideas with considerable effectiveness	uses planning skills & marketing ideas with a high degree of effectiveness
Expression and organization of ideas and information in electronic forms. (C/A) 20 marks	expresses and organizes ideas & information with limited effectiveness	expresses and organizes ideas and information with some effectiveness	expresses and organizes ideas and information with considerable effectiveness	expresses and organizes ideas and information with a high degree of effectiveness