Wordsmiths: Advertising Project

This is a multi-part project that simulates the steps in creating an advertising package for a product. This is intended to be creative as well as exploring some of the persuasive aspects of business and advertising.

Part 1: Product description - due **April 2**
	This is a 1-2 page detailed description of the product that you intend to market. Instructions will be given in class for the content, but it should include a diagram – either photo or drawing – of the product you have chosen or created.

Part 2: Business proposal - due **April 9**
	Every new product needs to be financed so that you can create a supply line for manufacture and distribution. This part of the project will include a formal letter to a prospective investor and your business model. We will look at examples in class to see which kind best fits your product. It will need to include how/where it will be manufactured, distribution, costs, profit margin, target market, etc.

Part 3: Advertising proposal - due **April 16**
	You need to come up with an overall plan for how you want to advertise your product - print, radio, billboards, tv, web, etc. You need to also design a set of sample ads to show how you would appeal to your chosen audience.

Part 4: Advertising proposal, part 2 - due **April 23**
	The last part of the project is to write a script for a 30-second TV commercial. You may ask classmates, family, or friends to participate in your video.

The complete project is due **April 30** for all. Earlier parts of the project will need to be revised by that point and turned in. In class, each student will present their ad campaign with their print ads and video as part of their presentation.

There is a lot of do for this project and you will need to be working ahead. You can start designing your ads and writing your tv ad script right away if you like. You will need to wait for more detailed instruction for the business and advertising proposals before you can write those, but you can definitely start thinking about the topics mentioned above.