

GROUP ADVERTISING PROJECT USING iMOVIE

**SUBMITTED BY:
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Marketing

iMOVIE GROUP PROJECT



Assignment:

- Your group will pick a product or service from one company that you choose to invest in for the Newsday Stock Market Game (example: iPod from Apple). It may be a product or service that they already offer or will offer in the future (example: iPhone from Apple).
- The group will develop an advertisement for the product or service using the iMovie program. The ad must include the 4 P's of the Marketing Mix:
 - Product
 - Price
 - Place
 - Promotion
- Advertising is the public promotion of something such as a product, service, business, or event, to attract or increase interest in it. Advertisements, or ads, are everywhere. The average person sees hundreds of ads a day. You are going to use Television as your type of media for this advertisement.
- Advertisers use humor, creativity, style, and originality to create an image for their products or services. They try to get consumers' attention. Using catchy advertising slogans is one way companies get customers to remember them. Try to be as original and creative as you can!
- Every group will have the opportunity to present their advertisement to the class. Your group will be graded on the rubric that I have created. Remember, be creative and original!

Name: _____

Date: _____

Period: _____

Teacher: _____

iMOVIE GROUP PROJECT RUBRIC

PRESENTATIONS BEGIN ON : _____



Process (Research)	Below Avg.	Satisfactory	Excellent
1. Has clear vision of final product	1, 2, 3	4, 5, 6	7, 8, 9
2. Properly organized to complete project	1, 2, 3	4, 5, 6	7, 8, 9
3. Managed time wisely	1, 2, 3	4, 5, 6	7, 8, 9
4. Acquired needed knowledge base	1, 2, 3	4, 5, 6	7, 8, 9
5. Communicated efforts with teacher	1, 2, 3	4, 5, 6	7, 8, 9
Product (iMovie)	Below Avg.	Satisfactory	Excellent
1. Format	1, 2, 3	4, 5, 6	7, 8, 9
2. Mechanics of speaking/writing	1, 2, 3	4, 5, 6	7, 8, 9
3. Organization and structure	1, 2, 3	4, 5, 6	7, 8, 9
4. Creativity	1, 2, 3	4, 5, 6	7, 8, 9
5. Demonstrates knowledge	1, 2, 3	4, 5, 6	7, 8, 9, 10
6. Group work/participation	1, 2, 3	4, 5, 6	7, 8, 9

Total Score: _____

Teacher Comments: