

AMDM Marketing Project

PRODUCT: In this project you will come up with a product to market to high school students. You do not need to actually make the product but it needs to be marketable. Bonus points may be given for creativity and design.

Is the product something a high schooler would want to buy?	5	
Prototype or poster of product	20	
Tagline for product	5	
<i>Bonus</i>		
TOTAL	30	

COMMENTS:

UPC CODE: Given a manufacturers code, you will have to come up with a working UPC code for your product

Working UPC code	15	
Proof that code works (math must be shown on separate sheet of paper)	15	
TOTAL	30	

COMMENTS:

MARKETING: This is where you will actually ‘sell’ your product. Bonus points may be given for especially convincing commercials

Create a radio commercial script that sells your product and is 100-200 words long. On your script underline your complex words, circle your sentences (the periods not the whole sentence) and show word count for each line.	10	
Must have a readability index of 9-12 (you may use either Fog Index or FKGLI)	10	
Proof of readability. Show math on separate sheet of paper (include all variables like total words, total syllables, etc.)	20	
<i>Bonus</i>		
TOTAL	40	

COMMENTS:

GROUP MEMBERS

FINAL GRADE: