

NAME:

Points: /40

Purpose: Students will be able to define entrepreneur explain a working example of what it means by completing this group project.

Directions: Students will be divided into small groups and complete the Becoming an Entrepreneur worksheet as a group. When finished with the worksheet the groups will then answer the following questions and use the following rubric to design a piece of advertising for their service.

- 1) What product or service will you be offering?
- 2) Name your service/business:
- 3) When will this be available/what will your hours be?
- 4) What are your prices? Will you negotiate? Why or why not?
- 5) For your advertising piece will you make a 1 page flyer, a poster, a tri-fold pamphlet, or a commercial?
- 6) Follow the guidelines below for your choice:

ALL ADVERTISING MUST INCLUDE THE FOLLOWING:

- *name of your business and group members names
- *name and description of your product/service
- *when and where available
- *pricing information
- *a minimum of 3 selling points
- *information must be clear and easy to read
- *all group members must participate!
- *a colorful picture

Use the following for your choice:

Flyer

*must be a full page

*cannot go over 1 page

*use 8X11 paper

*can be hand drawn or
printed

Poster

- *use an 11x14 piece of construction paper
- *use entire paper
- *must be hand drawn

Tri-fold Pamphlet

- *information or pictures must cover all paper
- *may be hand drawn or printed
- *need a title page

Commercial

- *must have a typed script of everything said in commercial
- *minimum of 90 seconds, max of 3 minutes
- *all group members must participate
- *will act out for class