

Advertising and Sales Promotion Advertising History Project

You will work in groups of 3 and will choose a decade below for your project. Be sure to check with the sub to make sure that your decade is available.

- 1940s Era
- 1950s Era
- 1960s Era
- 1970s Era
- 1980s Era
- 1990s Era
- 2000s Era

Groups must provide a 10 slide, multi-media presentation which includes:

- Specific advertising methods
- Popular companies and products
- Several advertisements
- Current events of decade
- Fashion trends ads
- Important facts
- Explanation of how this decade impacted other decades
- Remember to have an introductory and conclusion slide

All Group members will participate in presentation. Please review the attached presentation rubric as you will be given an individual grade for your project.

Student Name:	20	15	10	5 or less
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CATEGORY				
Comprehension	Student is able to accurately answer almost all questions posed by classmates about the topic.	Student is able to accurately answer most questions posed by classmates about the topic.	Student is able to accurately answer a few questions posed by classmates about the topic.	Student is unable to accurately answer questions posed by classmates about the topic.
Preparedness	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, but it is clear that rehearsal was lacking.	Student does not seem at all prepared to present.
Enthusiasm	Facial expressions and body language generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language are used to try to generate enthusiasm but seem somewhat faked.	Very little use of facial expressions or body language. Did not generate much interest in topic being presented.
Speaks Clearly	Speaks clearly and distinctly all (100-95%) the time, and mispronounces no words.	Speaks clearly and distinctly all (100-95%) the time, but mispronounces one word.	Speaks clearly and distinctly most (94-85%) of the time. Mispronounces no more than one word.	Often mumbles or can not be understood OR mispronounces more than one word.
Posture and Eye Contact	Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation.	Stands up straight and establishes eye contact with everyone in the room during the presentation.	Sometimes stands up straight and establishes eye contact.	Slouches and/or does not look at people during the presentation