

PARENT COMPANY POSTER ASSIGNMENT

ASSIGNMENT:

Research a big company that has a varied product mix (we've looked briefly at Proctor & Gamble and Kraft). Outline the product mix and product items in a chart on poster board.

1. The first line will be the name of the parent company.
2. The second line will include the different brands offered by the parent company.
3. The product items will go directly beneath each respective brand.

*Real logos should be used to represent each item.

*Posters should be colorful and large enough to read.

DAILY ASSIGNMENTS:

DAY 1... Receive assignment, internet research on own.

DAY 2... Assemble posters in class, additional research if necessary.

DAY 3... Due at beginning of hour!

TO TURN IN:

Glue or tape scoring guide to back of poster with your full name on it.

Name _____

SCORING GUIDE
PARENT COMPANY POSTER ASSIGNMENT

- /5 Parent company on first line.
- /5 Brand names (at least 5) are on second line.
- /5 Product items (at least 3 for each brand) are on third line.
- /10 Logos were used to represent product items.
- /5 Use of color.
- /5 Neat and easy to read.
- /5 Scoring guide attached to back of poster with name.

- /40 **points possible**

