

Careers in Advertising

Directions:

1. Read the article about the real-world company assigned to you. The article provides a snapshot of the company and a position in Advertising at that company.
2. Use the information from the article and other resources, such as the Internet, to answer the research questions below. Don't forget to write all names of your team on your paper and turn in to your teacher at the time of your presentation. Your paper must be typed or written so that I can read it. Papers not legible will be returned to be typed or rewritten and points will be deducted for being late. This assignment is due on: _____. You will be given one grade for the research and one grade for the presentation.
3. Choose ONE of the options from the table below to present your research to the class. Your discussion and display should cover all answers to the questions below. Your presentation will be graded based on completeness (40%), professional attitude during your presentation and other presentations (30%), and neatness (30%).

Poster	Game
Handout or Flyer	Power Point

Research:

1. Describe the company. Include the company name, location, number of years in business, number of employees, most recent revenue, slogan, web-site and any other information. Include a drawing of their logo. (16 points)
2. Describe the company's business. What product(s) or service(s) do they provide? Who are their customers? (8 points)
3. Compare your company to two of its closest competitors. You will need to find the same information for the competitors as you did for your company in items 1 and 2 above. Consider using a table or chart to show your comparisons. (44 points)

4. Describe the position in Advertising featured in the article. Include the title, responsibilities, and experience and education required. Look up the average salary for a position like this. *(10 points)* Include a copy of a job posting for a similar position at any company. *(10 points)*
5. and 6. Answer the Thinking Critically questions at the bottom of your article. *(12 points)*