

ADVERTISING CAMPAIGN PROJECT

Purpose:

Students are given the opportunity to demonstrate knowledge, skills and talents learned in the area of a career/technology education class. Through the completion of individual projects, students will demonstrate technological literacy. These activity-based assignments better prepare students to become productive members of the industrial and technological community or to enter a post-secondary institution after graduation.

Description:

Advertising Campaign Event is to provide an opportunity for the participants to prepare an advertising campaign of any length for a real product, service, company or business and to present the campaign to a prospective client/advertiser. The participants will also indicate an appropriate budget and select media. The Advertising Campaign Event allows an opportunity for the participants to demonstrate promotional skills necessary for advertising management personnel.

Rules And Procedures:

1. A CTI competitive event portfolio and campaign notebook which meet all guidelines laid out in the Advertising Campaign rubric.
2. Each contestant will be interviewed and career objectives of the contestant will be stressed along with employability/soft skills in the oral interview.
3. The student/coordinator is responsible for set-up prior to competition and removal at the conclusion of the contest.
4. The campaign content must be the original work of the student.
 - a. **Appendix E student project authenticity verification form-- MUST be included as the last page in the CTI competitive event portfolio or the student will be disqualified.**

Campaign Guidelines

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

ADVERTISING CAMPAIGN EVENT

Competitor Name:

Campaign Title:

Schools Name:

Level:

Suggested Questions For The Judges:

1. Why did you choose to select this project?
2. What were the major steps you used to complete the project?
3. How long did it take from beginning to completion?
4. What materials did you use?
5. How much did the materials cost?
6. If you had the opportunity to construct the project again, what changes would you make? Why?
7. How does this project relate to your career path?
8. Are there jobs related to your project in the area that you live?
10. How will this career path contribute to your achievement of success in life?