

EFL60-253 Business Communication
Project 1

You may work in groups of NOT MORE THAN 3 PEOPLE. You are welcome to work alone, also.

You will all share the same grade, so think carefully about your partners.

Instructions:

Pick a product or service. It can be real or imaginary (ex. A dog walking service, a restaurant, a unicorn grooming service, etc.).

You are now in charge of PR for this service. Develop a campaign to promote this product or service.

You must include:

- A video (It could be a commercial, testimonials, etc.) that is between 3-5 minutes long.
- A poster advertisement (poster sized, A2 or A3, not A4).
- A class presentation explaining your product or service that is between 5-10 minutes long (PLUS video, so 8-15 minutes total).

Grading:

You can see the grading scoresheet for yourself on the next page.
Please fill this out and bring it with you for your presentation.

Your presentations will be the week of **September 2**.

If you have any questions, please ask: dr.don.reedy@gmail.com

EFL60-253 Business Communication
PROJECT 1 PRESENTATION

PLEASE WRITE CLEARLY

Name : _____

Student Number : _____

Name : _____

Student Number : _____

Name : _____

Student Number : _____

CATEGORY & DESCRIPTION	POSSIBLE SCORE	ACTUAL SCORE	COMMENTS
Video Novel, funny, etc. Subtitles for non-English parts	20		
Poster Novel, funny, etc. Correct size	20		
Grammatical Proper spelling, grammar, etc.	20		
Organization Proper length, good flow, etc.	20		
Technical Video quality, sound quality, etc.	20		
	TOTAL		