For this unit, you will pair up (or work individually) with someone from the class.

You will pick a company – be it for clothing, cologne, make-up, automobiles, sports apparel – the choice is yours (try to pick a company with one or two product lines) so pick something that interests you.

Research the company and find out how they address the following (all found in Chapter 2 - online) when trying to promote their product and reach the consumer:

Consumer’s Lifestyle

Status

Current Trends

Customs/Habits

Safety

Promotion

In Store Sales

Online Sales

Either create a Prezi or Powerpoint presentation to showcase your research to the class to be ready for the middle of next week.

Be creative, add pictures with only limited text and speak (rather than read) to the class about your findings. Be equally involved with your partner. Make sure all 8 points are covered (this may not be possible depending upon your company).

A random schedule of presentations will be announced later on in the week. You will have 4 class days to organize and practice this.