

Project #2: Advertisement

Skill Level: Grade 12

Time Needed: a week and a half

Submitting date: 24th of January (Wednesday)

Objective: Students will need to research a certain food product from a Latin American country. The goal is to find a food that is actually sold online (or at a local ethnic grocery store), which isn't well-known in the U.S. or Sint Maarten and which can be purchased for a reasonable price. Students then purchase their item, test it out and try to convince others they should also purchase the product.

Goals: Students take their products and create a sales pitch to get their community interested in their product.

Problem/Question: What ethnic product would sell well in my community? How can I get more people interested?

Investigation: Find information about the product. Investigate ways to use social media to advertise the product.

Authenticity: Students try real products enjoyed in Hispanic cultures. They also investigate how to use social media outlets and engage with the community around them.

Presentation: Students are asked to present their products and create a sales pitch for their product. They should incorporate social media, visual aides and even a short video to sell their product.

Good luck, impress me :)