

## WRITING Create a marketing project and describe it

Your final project will give you a chance to show off what you have learned in this class, including vocabulary, analytics, writing, speaking, and marketing. The final project will be different for each student, but there are some common aspects.

Imagine that you want to promote hiring ESL interns in a business area of your choice. To do this, you will create an advertisement that discusses the benefits of ESL interns to a company owner in that field. In addition to promoting ESL interns in general, you must also promote yourself and your strengths in this field. In the past, students have created some very persuasive work in a variety of formats, including videos, songs, websites, lessons, posters, and more. You must choose a format to use.

After creating this advertisement, you must create a presentation for the class. Your presentation is to focus on your creative process - your audience for this presentation is students, and they have no jobs to hire you for! - and the methods you used to make your advertisement.

In a nutshell, your advertisement should answer these two questions:

- Why should I hire ESL interns for my business?
- Why should I hire you specifically for my business?

Your presentation should answer this question:

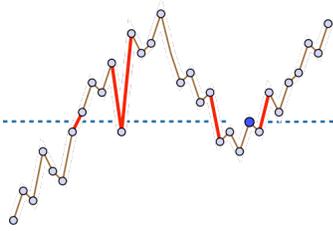
- How did you decide to make your project the way you did?

There are some restrictions:

- Each student must choose a unique format. No two students can create a poster, for example, and students must work individually.
- PowerPoint and similar presentation software is not permitted.
- Please write all of this assignment yourself. No quotes, citations, or plagiarism are permitted.

Your teacher will give you a copy of the marking sheet for this assignment and discuss it with you. Use the sheet to guide your planning decisions and where to focus your work.

There is a suggested schedule for the final project on my website at [www.d5e.ca](http://www.d5e.ca). Downloading it will give you an idea of the steps you should complete and when you should complete them. If you have any questions, just ask your teacher about them.



## **SPEAKING** Create a marketing project and describe it

To help you with this project, here is a collection of advice from past students:

- Planning your work is helpful. Planning your time is essential. If you use your class time efficiently, you will not need to do any homework to finish this successfully.
- Pay attention to the details. This means proofreading and editing, practicing your presentation, and using high-quality visuals. These can make the difference between a good mark and an excellent mark, but they can also mean the difference between a failing mark and a passing mark.
- Follow the schedule. Trying to complete your work the night before it is due is a recipe for failure. Working while rushed, tired, or stressed makes it much harder to pay attention to the details.
- Use your teacher. They are a resource, and not just for English. Ask lots of questions to make sure you are on the right path to success.
- Be creative. I see the same clip art every month, and it really doesn't make me excited any more. To succeed in advertising, work must be fresh and attention-getting. Seeing the same old things will not convince your audience to hire ESL people.
- Keep the presentation focused on your creative process. In class, we don't want to hear about why ESL interns are the best. We've all been working on the same project as you for the last week! Keep our attention by discussing how you decided to make your ideas become real.