**Entrepreneurship Poster**

**You are tasked with creating an advertisement for your product or service. You will create this advertisement with the intention of informing potential buyers of what your product is and why they should buy it.**

**You must include the following:**

-This must be a poster (16x20 or 18x11 are smallest sizes)….. 10 pts

-You must use color (ink, paint, marker, colored pencil, etc)….. 30 pts

-The design must support your product using one of the following propaganda techniques:

-Glittering Generality

-Bandwagon

-Stacked Cards

-Just Plain Folks

-Endorsement

-Transfer

-Euphemism

….. 30 pts

-You must fill out the “Business Plan” (on the back) using complete sentences and answering all of the questions….. 10 pts

-You must be creative….. 10 pts

-Design: use the poster space wisely and design in a way that is appealing to the viewer….. 10 pts

**Total Points:**

Poster \_\_\_\_ 10 pts

Color \_\_\_\_\_30 pts

Prop. Tech. \_\_\_\_\_ 30 pts

Business Plan \_\_\_\_\_ 10 pts

Creativity \_\_\_\_\_ 10 pts

Design \_\_\_\_\_ 10 pts

**Total \_\_\_\_\_\_\_\_\_\_ 100 pts**

**Be an Entrepreneur**

**Come up with your own business plan for a business you would like to start! Your plan must include all of the following:**

* Name of business
* What is the purpose of your business? (2-3 sentences)
* Why are you starting your business? (2-3 sentences)
* What resources will you need for your business? (employees, how much money, location, etc.)
* What steps are you going to take to make sure your business gets up and running?

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