

Name _____

Date _____

Objective: Students will understand the difference between the different types of businesses by creating something for a business in three different ways:

- 1) By themselves (Sole Proprietorship)
- 2) With a partner (Partnership)
- 3) With a large group (Corporation)

Directions:

You have started up a retail store named Toy World. You have decided that as part of your advertising, you would like to use a radio advertisement to air every morning on KSL News radio. They have requested that you send them a 30 second radio advertisement for them to read over the air.

Create a 30 Second Radio Commercial

You have decided to go into business with a friend of yours to sell cookies. You and your partner have decided to advertise using a commercial on the local popular music radio station. They have requested that you send them a 30 second radio spot that they can read over the air.

With a partner create a 30 second Radio Commercial

You are the marketing director for a corporation that sells computers. The Board of Directors has put you in charge of gathering a team to create a radio advertisement for the local radio markets.

Get together a team of students to discuss ideas and create a 30 second radio commercial.

What were the advantages and disadvantages of each way of creating the radio commercial?

How does each way of creating the radio commercial relate to the three different ways of business ownership?

