

Amusement Park Creation & Advertising Campaign

Students will research amusement parks within others states, decide on a location for their amusement park, create a theme for the park, create at least two (2) objectives for the campaign & describe their strategies, create advertising and promotions, and draw the design for the park on a large piece of paper. You will also include 5 major rides (major attractions) in your park and name them. You will present your campaign in class.

Introduction/Situational Analysis: 10pts _____

Comments:

Objectives, Strategy & Execution Methods: 10 pts _____

Promotions/Advertising:

Layout: 20 pts _____

2 Print Ads: 20 pts _____

TV Storyboard: 20 pts _____

Radio Spot: 10 pts _____

Website/Facebook: 10 pts _____

Total Points: 100 _____