

“Creative Autobiography” Unit 1 Marketing Project

Description: Everyone has a life story. This project will help you tell yours. Your assignment is to create your own sort of “You on You” campaign. Here you will put your interpersonal communication skills to the test, all while showcasing what you have learned about marketing to date. In this project **YOU** are the **product**.

Instructions: You are to create a collage using the computer and the Internet that reflects your personal story and is school appropriate. You will have one to two minutes to share what you created with the class and explain why it represents you. The presentation should be done in a professional, energetic way.

Points possible:

Assignment: 40 pts

Presentation: 10 pts

Total: 50 pts.

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