**Business Organization and Management 120**

**Creative Ads Assignment**

For this assignment, you are to create **TWO** print ads (*billboard, poster, magazine, newspaper, flyer, etc.*) for a current product or service.

Each ad must use a different approach to get your message across (*humor, scare tactic, quality focus, value focus, awareness/information, etc*.).

The ads must also include an original headline/message, a picture, and price.

Make sure that your ads are appropriate for the target audience you are trying to reach.

You can use Word, PowerPoint, Publisher, Prezi, etc. to make your ads.

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**Your assignment will be graded on the following criteria:**

Professionalism of ads including clarity of message, spelling,

grammar and punctuation 30

Approach taken for each ad is clearly different 20

Ads are appropriate for intended audience 20

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**Total Value: 70**

Due Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_