

Research assignment

Choose option 1 or 2 to research their promotion tactics (5 points for selecting one of these)

- 1) Politicians
- 2) Science/medical/disease/illness

Include: Whichever format you choose: paper, PowerPoint, or Poster make sure you answer the following questions (5 points each = 35)

- a) Your definition of promotion in a paragraph (3 to 5 sentences)
- b) Who is research mostly geared to
- c) What are characteristics of effective promotion for research you chose (3 to 5 sentences)
- d) Benefits of using promotion (3 to 5 sentences)
- e) Costs associated (budget constraints?) (3 to 5 sentences)
- f) What is the type of promotion? Explain why you chose (3 to 5 sentences)
- g) What is the relationship between promotion and marketing in your own words (3 to 5 sentences)?

10 points for research format

If do report, then need introduction, body (3 to 5 paragraphs), and conclusion

If PowerPoint, then no full paragraphs on each slide; must use bullet form, have at least 5 slides, and visuals

If Poster, then organize in a format that includes pictures with the words describing, must be creative and in color and all questions a – g must be answered

Rubric:

*Follow directions above	50 points
*No grammar or spelling errors	10 points
*References	10 points
*Neatly written or typed & organized paper	
Creative and organized PowerPoint or Poster	20 points
*Title page/slide/name on back of poster	10 points

100 points possible