



PROMOTIONS CONTEST: GRADE NINE/TEN

CONTEST CHAIR

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Contest entry is due on or before the contest submission date (refer to the Contest Time Line Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form.

REMINDER - 2 ENTRIES PER SCHOOL

Ministry tie-in CC5.01 – describe the role and effectiveness of advertising, display, distribution, research, packaging and selling methods in marketing a product.
Applicability: Any students enrolled in a grade 9 or 10 business course during the current school year are eligible to participate in the Promotions contest. **Participants can work independently or with one partner.**

CONTEST OBJECTIVES

The objective of this contest is to engage students in a fundraiser event to be conducted in a school setting.

CONTEST

You are responsible for organizing an event at your school with the goal of raising money for a charity of your choice. The event will be held at your school and will take place in early June after school. The tickets can be sold before the event for \$2.00/ticket or \$3.00/ticket at the door. Part of your requirement for the contest will be to think about the logistical requirements for the event outside of ticket sales.

CONTEST COMPONENTS

1. A written component (maximum 2 pages, typed please) that:
 - Outlines the objectives of the fund-raiser.
 - Explains your promotional strategy (i.e. how will you create awareness of the fund-raiser event).
 - Explains how the promotion will be executed (i.e. specific tactics).
 - Demonstrates that you have researched what your charity is attempting to raise money for and shows that you have an understanding of the organization.
 - Addresses how you will measure the success of your promotion.
2. An advertisement/poster (electronically created using any software)
 - You are to design 1 poster (8 ½" X 11") to be placed in your school.

A hard copy will be required in your final submission.

Please refer to the attached checklist to ensure all parts are included in your submission.



CHECKLIST

1. Written component (maximum 2 pages)
 - Objective(s)
 - Promotional strategy rationale
 - Tactics stated with detail
 - Research conducted on the charity
 - Measurability (i.e. how do we track responses)
2. An advertisement/poster (8 ½" X 11")
 - Electronic version required

EVALUATION RUBRIC

Achievement	Level 1	Level 2	Level 3	Level 4
Knowledge Demonstrates understanding of key terms and concepts covered in the marketing unit in BOTH the Write-up and Advertisement	Demonstrates limited knowledge of the terms or concepts covered in both the write-up and the advertisement	Demonstrates some knowledge of the terms and concepts in both write-up and advertisement. May have demonstrated some knowledge in either write-up/ advertisement but limited knowledge in the other	Demonstrates considerable knowledge of the terms and concepts in both write-up and advertisement.	Demonstrates thorough knowledge of the terms and concepts in both write-up and advertisement
Thinking In the write up, the promotional strategy clearly outlines the purpose and significance. The tactics are clearly outlined using marketing techniques	The write-up has little relation of marketing techniques in the promotional strategy section and in the tactics section	The write-up briefly relates marketing techniques in the promotional strategy and in the tactics section	The write up relates marketing techniques as it relates to the assignment thoroughly	The write-up relates marketing techniques proficiently and demonstrates student understanding of the purpose and significance of those techniques as it relates to the assignment
Communication Advertisement is neat and includes all relevant information. Advertisement follows concepts discussed in class. Advertisement must have proper grammar/spelling. Write-up must use proper grammar, spelling and word usage	Advertisement is not organized or neat. Write-up contains many spelling/grammar errors. Words are used incorrectly and interfere with overall understanding.	Advertisement is acceptable and mostly correct. Write-up is complete but lacking in creativity. Some minor grammatical errors.	Advertisement is neat and somewhat eye-catching. Writing is insightful, and grammatically correct.	The advertisement is not only neat but also creative and eye-catching. The quality of the write up is outstanding and demonstrates considerable understanding. All the elements of the project come together to support material.
Application In the write up, research into the charity is evident. Determination of success measurement.	Write up reflects little or no research. Does not include measurability of success	The report reflects some research. Measurability stated but is lacking in some important way.	The write-up reflects considerable research. Measurability stated and done adequately.	The write-up reflects thorough research and ties charity goals with marketing goals. Measurability states and clearly follows concepts discussed during the unit.