



MEMBERSHIP ADVERTISEMENT

PERFORMANCE INDICATORS

- Explain the components of advertisements.
- Identify effective advertising headlines and describe copy strategies.
- Identify promotional messages that appeal to targeted markets.
- Explain the use of color and illustrations in advertisements.
- Describe effective advertising layouts.
- Select placement of advertisements.

COMMON CORE STANDARD

Write arguments to support claims in an analysis of substantive topics or texts using valid reasoning and relevant and sufficient evidence.

STUDENT INSTRUCTIONS

You have been asked to develop an advertisement to promote joining your DECA chapter. Your advertisement should address one of the following target markets:

- Student members
- Alumni members
- Professional members

Be sure to include at least one benefit of membership in DECA that relates to your target market, the cost of membership, the specific “ask” and how potential members can get more information or join.

Your advertisement can either be in print or electronic form (one to two minute video). After completing your advertisement, you should then complete a one to two page typed creative brief explaining your advertisement and rationale behind it. Your creative brief should address all performance indicators using the components of your advertisement as examples.

EVALUATION

You will be evaluated on your ability to perform the specific performance indicators stated on the cover sheet as well as your ability to include the specific information that is requested in the assignment.

The evaluation levels listed below will be used to evaluate your assignment.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Student demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Student demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Student demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Student demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.

Student Name _____

EVALUATION FORM
MEMBERSHIP ADVERTISEMENT

CREATIVE BRIEF	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
DID THE STUDENT:					
1. Explain the components of advertisements?	0-1-2-3	4-5-6	7-8	9-10	_____
2. Identify effective advertisement headlines and describe copy strategies?	0-1-2-3	4-5-6	7-8	9-10	_____
3. Identify promotional messages that appeal to targeted markets?	0-1-2-3	4-5-6	7-8	9-10	_____
4. Explain the use of color and illustrations in advertisements?	0-1-2-3	4-5-6	7-8	9-10	_____
5. Describe effective advertising layouts?	0-1-2-3	4-5-6	7-8	9-10	_____
6. Select placement of advertisements?	0-1-2-3	4-5-6	7-8	9-10	_____
ADVERTISEMENT	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
7. Clarity of expression	0-1-2-3	4-5-6	7-8	9-10	_____
8. Organization of ideas	0-1-2-3	4-5-6	7-8	9-10	_____
9. Professionalism	0-1-2-3	4-5-6	7-8	9-10	_____
10. Overall impression of the advertisement	0-1-2-3	4-5-6	7-8	9-10	_____
			TOTAL SCORE		_____