

Marketing Group Checklist

Keep this checklist handy while your group works to create an advertisement for a healthy food. Complete the checklist and turn it in with your product advertisement.

My group chose to advertise a healthful food.

Explain some of the reasons this food is healthful using the research you did on nutrition.

My group is aware of the audience to whom we want to advertise.

What kind of person do you think will most likely want to buy this product? Explain why you think this.

My group used advertising techniques in our advertisement that will attract our audience to our product.

Explain what techniques your group used in your advertisement to promote your product. Why do you think these techniques will attract your audience to this product?

Everyone in my group was responsible for some aspect of creating our advertisement.

List how each group member (including yourself) contributed to this project.