**Independent Practice Assignment #1- Team Assignment**

**Directions:** Choose a current commercial and then develop qualitative researchquestions to determine if the commercial is making a positive impact with the target market. Students will write five questions for qualitative research about the commercial and then survey 20 people to get their responses about the effectiveness of the advertisement.

**Independent Practice Assignment #2 – Team Assignment**

**Directions:** Use the Internet to research your state fair. Then write a radio commercial for your state fair. The state fair desperately needs greater attendance and revenue. This year’s fair has big-name entertainers, more attractions, and special promotions. The radio commercial should include script and choice of music for a wide-range of target markets. The length of the radio commercial should be no longer than 30 seconds.