**Independent Practice Assignment #2—Team Assignment**

Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Evolution of the Promotion of a Product

Student Team Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Team Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Students will select a popular brand that has existed for a long period of time. They will conduct research using the Internet or library to learn how the major brand has changed its promotions over time. Students must describe the changes and explain why the promotional changes were made and if they think the changes have been effective.

**Directions:** Select a popular brand like Coca Cola that has existed for a long period oftime. Conduct research using the Internet or library to learn how your major brand has changed its promotions over time (example: emphasis of Diet Coke and no calories).

Your team must describe the changes in the promotional strategies and explain if you think that the changes have been effective – Why or Why Not. Present your information in the form of a PowerPoint presentation with a minimum of 7 slides.