**Promotion Extension Assignment #1—Team Project**

* Students choose a product or service to advertise, write the message to be communicated, and tape a television commercial for promotion.

Directions: Your team will produce a commercial for a product, service, or business. You cannot advertise alcohol, tobacco, or sexual devices. Your commercial should be 30 seconds or less in length. You will tape the commercial on video tape or a CD. The commercial will be evaluated for creativity, solid message, production, and prospective results.