



Coonabarabran High School

ASSESSMENT NOTIFICATION

Subject: Year 9/10 Commerce
Teacher: Dr Armstrong, Ms Dowse
Topic: Promoting and Selling
Weighting: 15%
Due Date: Monday 4 June 2018

A student:

- 5.1 Applies consumer, financial, business, legal and employment concepts and terminology in a variety of contexts
- 5.2 Analyses the rights and responsibilities of individuals in a range of consumer, financial, business, legal and employment contexts
- 5.4 Analyses key factors affecting commercial and legal decisions
- 5.6 Monitors and modifies the implementation of plans designed to solve commercial and legal problems and issues
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The task involves you being employed by Coonabarabran High School to market and promote the School Musical. You must provide the school with a report that outlines the strategies and methods you are going to employ to promote the School Musical. The report must be submitted in a folder which contains a cover sheet (see attached).

NOTE:

This is a compulsory assessment task. You are required to be in class on the above stated date to complete the task. You are to make a genuine attempt at the examination. Failing to do so may result in the awarding of the grade of 0%. If you will be away on the day, you are required to arrange an extension with your class teacher at least one (1) week in advance. If are away from school on the day of the examination due to an unplanned event, you are required to provide your teacher with a note from a parent/caregiver when you return.

Assessment Task Notification Acknowledgement Slip

I _____ acknowledge that I have received the Assessment Notification for Year 9/10 Commerce Promoting and Selling Market and Promotion report due Monday, 4 June 2018.

Signed: _____

Dated: _____

This Assessment task is divided into two parts:

Part 1: Promotion

You are to design a promotion campaign for the 2018 Coonabarabran production of 'We Will Rock You'. Your campaign must include:

1. Poster for display in Coonabarabran Shopfronts (due end of Term 2 Week 4 2018)
2. Another promotional element (due Monday 4 June 2018).



Your promotional material must include the approved logo (above and available as a .bmp from your teacher) and the following text:

We Will Rock You
by Queen and Ben Elton

By Arrangement with David Spicer Productions www.davidspicer.com.au

Part 2: Report

The task involves you being employed by Coonabarabran High School to market and promote the School Musical. You must provide the school with a report that outlines the strategies and methods you are going to employ to promote the School Musical. The report must be submitted in a folder which contains a cover sheet (see below).

You must include the following chapters/headings in your report:

- The selling process
- The selling techniques
- Targeting the consumers
- Bibliography
- Appendix

Structure of the Report

Page 1: Your first page should be a cover sheet which includes your name, subject, task title, due date, date submitted, teacher, number of pages and your signature.

Page 2: Should contain your company name, logo and contact details. This page also contains a brief outline of the task. Who has employed you and why, and how are you going to fulfil the brief (basically a synopsis of your report).

Page 3: This is a contents page where you list where the information is to be found within your report. Below is an example of a contents page

Contents	Page Number
The Selling Process.....	3 - 4
Selling Techniques.....	5 - 10
Targeting the Consumer.....	11 - 15
Bibliography.....	16
Appendix 1.....	17 - 20
Appendix 2.....	21 – 23

This should be written as you work your way through the task.

Page 4: From this page on is where you will be including your chapters/headings starting with

The Selling Process - Page 43-45 of textbook

In this section you are going to report to the school regarding:

- How are tickets going to be sold and where - cash, credit, debit card, school, shop in town, internet
- Setting ticket prices (based on similar events in the area) outline how you set the price and the terms and conditions of the sale
- Are ticket sales going to involve discounts, special deals, plans or promotions?
- How are you going to sell the musical – hard sell or aggressive, what demographic are you going to target?
- Product Differentiation. How are you going to make your product (the school musical) better than other products? You need to focus on quality, service, convenience and value for money?

Selling Techniques - Pages 46-48 of the textbook

- Evaluate your selling techniques. Justify the methods you are employing to sell the Musical. For example if you are targeting, teenagers you may employ methods that utilise social media.
- Legal and Ethical issues. Are there any age restrictions due to the material being presented, copyright regulation, any ethical or moral issues that need to be considered such as does the content being presented have potential to offend certain cultures? Is it wheelchair friendly?
- Consider environmental issues. Does the production of the musical impact upon the environment? Consider such things as noise, waste, and movement of people.
- Consider gender issues.

Targeting the consumer – Pages 49 – 58 of the textbook

- Market research. Will this product appeal to your market, is there any competition, what is the size of your market
- Outline how you are going to target your market.
- Marketing and distribution. Outline your strategies for selling your product. Are you going to sell your product online using social media, create a web page, using advertising in papers, interview the actors, create a radio interview, brochures, newspaper article etc.
- Advertising, where and how are you going advertise your product?

Bibliography

All books, websites or magazines that you use must be included in your bibliography. This bibliography must follow the format for HSIE. If you don't have this guide, ask your teacher for a copy.

Appendix

An appendix contains information that is not essential to your report but supports or justifies the information in your report. You must include all your advertising poster, webpage, tickets, etc or anything you have created to market or sell the product. Each article is to be in a separate appendix and numerically labelled.

Promoting and Selling Marking Grid

Students' name: _____

Mark: _____/75

Criteria	Unsatisfactory 0 - 2	Satisfactory 3 – 5	Good 6 – 8	Excellent 9 – 10
Promotional material	No poster or other promotional material or does not use required elements	Poster and promotional material prepared and uses required elements	Poster and promotional material well designed and uses required elements	Poster and promotional material well designed, reflect market research, and uses required elements
Criteria	Unsatisfactory 0	Satisfactory 1	Good 2	
Cover Sheet	No cover sheet	Limited Information contained in the cover sheet	Detailed cover sheet	
Criteria	Unsatisfactory 0 -1	Satisfactory 2 - 3	Good 4	Excellent 5
Synopsis Company logo	Little or no evidence of a company details Attempts at a synopsis Limited evidence of language conventions	The synopsis contains limited detail. Limited company details Simple language and limited use of writing conventions	The synopsis contains some detail Some company details are included Uses most language and writing conventions	Detailed synopsis Detailed company details Sophisticated language and clear use of writing conventions.
Criteria	Unsatisfactory 0 -2	Satisfactory 3 - 5	Good 6 - 8	Excellent 9 - 10
Contents Page	Work is incomplete. No features of a contents page are addressed	Work is completed to a minimum standard. Some of the features of a contents page have been addressed to a limited degree	Well structured work with some presentational flaws. Most of the features of a contents page have been addressed to a good standard Uses most language and writing conventions	Student has spent a great deal of time and effort structuring and presenting their work. All features of a contents page have been addressed to a high standard. Sophisticated language and clear use of writing conventions.
Criteria	Unsatisfactory 0 -2	Satisfactory 3 - 5	Good 6 - 8	Excellent 9 - 10
The Selling Process	Work is incomplete. No features are addressed. Limited evidence of language conventions	Work is completed to a minimum standard. Some of the features have been addressed to a limited degree Simple language and limited use of writing conventions	Well-structured work with some presentational flaws. Most of the features have been addressed to a good standard Uses most language and writing conventions	Student has spent a great deal of time and effort structuring and presenting their work. All features have been addressed to a high standard. Sophisticated language and clear use of writing conventions.
Total Page 1				

Criteria	Unsatisfactory 0 -2	Satisfactory 3 - 5	Good 6 - 8	Excellent 9 - 10
Selling Techniques	Work is incomplete. No features are addressed Limited evidence of language conventions	Work is completed to a minimum standard. Some of the features have been addressed to a limited degree Simple language and limited use of writing conventions	Well-structured work with some presentational flaws. Most of the features have been addressed to a good standard Uses most language and writing conventions	Student has spent a great deal of time and effort structuring and presenting their work. All features have been addressed to a high standard. Sophisticated language and clear use of writing conventions.
Criteria	Unsatisfactory 0 -2	Satisfactory 3 - 5	Good 6 - 8	Excellent 9 - 10
Targeting the consumers	Work is incomplete. No features are addressed. Limited evidence of language conventions	Work is completed to a minimum standard. Some of the features have been addressed to a limited degree Simple language and limited use of writing conventions	Well-structured work with some presentational flaws. Most of the features have been addressed to a good standard Uses most language and writing conventions	Student has spent a great deal of time and effort structuring and presenting their work. All features have been addressed to a high standard. Sophisticated language and clear use of writing conventions.
Criteria	Unsatisfactory 0	Satisfactory 1	Good 2	Excellent 3
Bibliography	No evidence of a bibliography	Limited entries Does not adhere to the HSIE guide for writing a bibliography	Good detail Adheres to the HSIE guide for writing a bibliography	Extensive detail Adheres to the HSIE guide for writing a bibliography
Criteria	Unsatisfactory 0 -2	Satisfactory 3 - 5	Good 6 - 8	Excellent 9 - 10
Appendix	Work is incomplete Contains very limited examples of marketing strategies	Work is completed Limited detail and examples of marketing strategies	Sound detail includes a variety of marketing strategies	Excellent detail Well presented Includes a wide variety of marketing strategies.
Total Page 2				