

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Market Day is a transdisciplinary project in which you will create an original product, market it creatively and calculate your break-even point. You will figure out your materials costs based on the unit price, and decide upon a reasonable price for your product. You will then use your marketing skills to sell your product on the actual Market Day.

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| **Market Day Project Components** |
| 1. Brainstorm 3 possible product ideas due 1/24
2. Buy Materials for all products (submit receipts to Ms. Diana) due 1/31
3. Make prototype due 2/3
4. Product approval by Ms. Diana 2/3
5. Survey other students 2/3
6. Persuasive Essay due 2/16
7. Figure out Break-even point/Profit due 2/12
8. Make your products
9. Poster due 2/14
10. Digital Ad (Video, Audio, Prezi or PPT) due 2/20
	1. **\*\*\*NO MUSIC\*\*\***
11. Sell your product on Market Day
	1. Keep careful track of each transaction on ledger
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| **PRODUCT REQUIREMENTs** |
| * No more than $3 selling price
* Minimum is 20 items, max is 30-40
* Pre-orders allowed only for custom designs
* No post-orders, no reservations
	+ Your grade will be dropped a whole letter grade if you are caught doing any of this
* Transfer of money is only allowed on Market Day
	+ You are not allowed to buy/sell from other
	+ during school hours and on school grounds
* No celebrities– must be in line with the values of the school
* No food, no weapons
* Cannot change price, no sales/auctions/hawking
* All your items must have the same price
* Returns must be monitored by teachers
* 5th, 7th, 8th will be invited to buy from you on Market Day
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