

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 |