

Chapter Project Manager

Chapter 2: *If You Advertise, They Will Buy*

Getting Started

Read about the project. The ads you collect in the first activity will be used for several activities, so keep all of your work in a folder. Begin thinking about and noticing advertisements.

Checklist

- Activity 1: ads
- Activity 2: conditionals in ads
- Activity 3: converses and truth values
- Activity 4: product or service definition
- original advertisement

Suggestions

- Get ads from several sources. Consider television, radio, newspapers, magazines, and billboards.
- More than one conditional may be stated or implied in an ad.
- Describe clearly your justification for the truth value of each statement.
- Make sure that your definition fits the criteria given on page 77 of your text.
- Review your ad with a friend. Ask for suggestions that will make your ad more clear and compelling.

Scoring Rubric

- 3** All elements of the project are clearly and accurately presented. The original ad is creative. For all ads, the conditional(s) and converse(s) are correctly identified, and the truth values are suitably justified.
- 2** Some elements of the project are unclear or inaccurate. The original ad is understandable. For all ads, the conditional(s) and converse(s) may contain a few minor errors. The truth values may contain some faulty justification.
- 1** Significant portions of the project are unclear or inaccurate. The original ad is hard to follow. For all ads, the conditional(s) and converse(s) may be incorrect. The truth values lack justification.
- 0** Major elements of the project are incomplete or missing.

Your Evaluation of Project Evaluate your work, based on the *Scoring Rubric*.

Teacher's Evaluation of Project