

GROUP PROJECT (honors or other)

Purpose: Today, more than in the past, experts are stressing the importance of communications-particularly interpersonal skills involving interaction in groups. It is, therefore, essential to your success in the workplace to be able to function effectively as a member of a group.

Problem: Your group has been asked to develop a product for sale on the open market. You will develop a complete presentation geared to your audience (you choose the product and the audience).

Assignment: Develop a product that contains at least 1 moving part from Lincoln Logs, Tinker Toys, or Lego Blocks.

Guidelines:

1. The project will be presented as both a formal keyed report and an oral report. The written project must include:
 - A. a title page;
 - B. a table of contents;
 - C. an introduction;
 - D. text to include: (1) organization chart, (2) discussion of your corporate culture, (3) discussion of the product, audience, and advertising media (4) rationale for your selection of the items listed in number 3;
 - E. communication tools including but not limited to:
 1. letter to dissatisfied customer and follow up letter.
 2. print advertisement to include copy, illustration, logo and headline,
 3. press releases-announcing a new director of marketing and announcing a recent merger/take over
 4. memorandum- a job posting with job description and job specifications for an inside sales position in their company, and a memo announcing a promotion within the organization.
 5. company letterhead,
 - F. product placed on board with a 6x9 card describing the product;
 - G. Optional elements
 1. commercial video to include a story board & script,
 2. radio commercial to include a script,
 3. promotional items, ie: shirts, balloons,
 4. employment package consisting of letters related to the employment process
 5. `Other
2. All members of the group must take part in the 20-30 minute oral presentation illustrating professionalism and teamwork.
3. The oral presentation must include visual aids.