



# ORANGE HIGH SCHOOL

## ASSESSMENT TASK NOTIFICATION

<b>Subject</b>	Stage 5 Commerce – Year 9
<b>Topic</b>	Promoting and Selling
<b>Class Teacher</b>	Ms Harris
<b>Head Teacher</b>	Mr Paine
<b>Stage</b>	5
<b>Task Weighting</b>	30%
<b>Date Given</b>	Term 2, Week 1
<b>Date Due</b>	Term 2, Week 5

### Assessment Outline

#### Outcomes to be Assessed

- › applies consumer, financial, economic, business, legal, political and employment concepts and terminology in a variety of contexts COM5-1
- › analyses the rights and responsibilities of individuals in a range of consumer, financial, economic, business, legal, political and employment contexts COM5-2
- › researches and assesses information using a variety of sources COM5-7
- › explains information using a variety of forms COM5-8
- › works independently and collaboratively to meet individual and collective goals within specified timeframes COM5-9

#### Task Description

You are to work in a team of **marketing executives** (no more than 4 people) who have been hired by your favourite brand to **pitch** them a marketing campaign, with the goal to sell more products to teenagers in regional Australia.

In your pitch you must:

- Outline how the business differentiates its product from competitors
- Outline any social, ethical and environmental considerations involved when promoting the product *ie. Laws around promoting medications*
- Outline which aspect/s of the promotion mix you will use in your campaign
- Identify the target market
- Explain how previous marketing strategies have targeted young people
- Discuss any legal and ethical issues which may arise from particular product promotion strategies *ie. Could a business sue you for use of their name, slogan etc.*
- Analyse previous marketing campaigns for the business, including the impact they had on the business's success
- Propose a marketing campaign that incorporates contemporary selling techniques, such as technology and/or social media

#### Product

You may present your pitch in one of the following ways:

- A presentation (PowerPoint, Sway, Slides etc.) with voiceover recorded
- A presentation (PowerPoint, Sway, Slides etc.) that will be presented live to the teacher

#### Checklist

In addition to the points above, your presentation should include:

- The names of everyone in your group
- Engaging images and videos where relevant
- Statistics and evidence to back up your research
- A bibliography

### Submission

All presentations are to be uploaded to Google Classroom by Monday of Week 5. Live presentations will take place throughout that week.

- **Absences:** If you know you are going to be away on the day that the task is due, you must make alternative arrangements with your teacher beforehand. If you are suddenly away on the day that the task is due, you must contact your teacher or Head Teacher on your return to school. Documentation will be required in both cases
- **Plagiarism:** Plagiarism, the using of the work of others without acknowledgement will incur serious penalties and may result in zero award. Any cheating will also incur penalties. Failure to follow the above procedures may result in a zero award.
- The policies and procedures that are outlined in the Assessment booklet will be followed regarding the non-completion of assessment tasks.

## Marking Rubric

4 marks	Uses sophisticated subject terminology in pitch	Includes all required information in pitch with detail	Uses extensive research to inform pitch and includes a detailed bibliography	Uses ICT to present pitch to a professional standard	Consistently demonstrates leadership skills and collaboration throughout assessment task
3 marks	Uses extensive subject terminology in pitch	Includes all required information in pitch, but with little detail	Uses research to inform pitch and includes a bibliography	Uses ICT to present pitch to a high standard	Consistently works well with group members throughout assessment task
2 marks	Uses basic subject terminology in pitch	Includes all required information in pitch, but with some inaccuracies	Uses research to inform pitch and includes a bibliography, but with inaccuracies	Uses ICT to present pitch to a satisfactory standard	Mostly works well with group members throughout assessment task
1 mark	Uses limited subject terminology in pitch	Includes some required information in pitch	Uses some research to inform pitch	Uses ICT to present pitch to a basic standard	Contributes to the assessment task
0 marks	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>	<i>Insufficient evidence</i>
<b>Outcomes</b>	applies consumer, financial, economic, business, legal, political and employment concepts and terminology in a variety of contexts COM5-1	analyses the rights and responsibilities of individuals in a range of consumer, financial, economic, business, legal, political and employment contexts COM5-2	researches and assesses information using a variety of sources COM5-7	explains information using a variety of forms COM5-8	works independently and collaboratively to meet individual and collective goals within specified timeframes COM5-9
<b>Group mark</b>					<b>Individual mark</b>