**Task: Marketing Campaign for Physical Activity**

Create a marketing campaign for physical activity in general ***or*** your favorite physical activity. The goal of your overall campaign is to motivate and encourage others to participate in physical activity ***or*** your favorite physical activity outside of school in order to help them lead a healthy and active lifestyle.

Use this checklist as you work through the assignment to ensure that you have met the requirements upon completion. Your group must:

\_\_\_\_\_\_\_\_\_ Select an activity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_ Agree on the method of presentation ( poster, power point, prezi, video) : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_ Plan out the presentation and complete the outline that will follow

* This outline will also require that you include in your presentation multiple, **specific reasons** (health, self-expression, social interaction, challenge, enjoyment of your physical activity) why you **value** your activity
* Attach the completed outline and a script (video) to this form

\_\_\_\_\_\_\_\_\_ Use the electronic equipment properly

* Any electronic equipment will be used for this class assignment only. When you are using this equipment in class, it is for your project only, not texting, calling, or playing games. Improper use of the equipment will lead to you not being allowed to use it, or Ms. Gray taking it away. YOU are responsible for bringing in any of the electronics that you will use during class.
* \_\_\_\_\_\_\_\_\_ Be ready to present!

If you have completed this checklist, please sign on the line below and turn in required materials to Ms. Gray. By doing this, you are confirming that the assignment is complete and ready for presentation. **Remember, your final presentation and correlating papers are due during your Final Exam Period!**

**Names \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Task: Outline and Guide**

Use this outline to help you plan for your pictures, video clips and presentations. You **must have resources** to help support your information in regards to the importance, benefits, and factors that lead to the enjoyment of the activity.

1. How do you plan on **encouraging** others to participate in your activity?
2. Explain multiple, **specific reasons** : self-expression (feelings, ideas), social interaction (teamwork, cooperation), challenge (competition, problem solving), enjoyment of your physical activity (energy, stress relief), why you **value** your activity:
3. Health-Related Benefits: What components are involved (cardiovascular endurance, muscular strength, muscular endurance, flexibility)?
4. Fitness-Related Benefits: What concepts are involved (agility, balance, coordination, power, reaction time, speed)?
5. What resources do you have to support your information? (Research may need to occur at home)
6. Do you feel that your group has any weaknesses in regards to the technology portion of this assignment? If so, where do you think you might need help?
7. Where would you go to participate in this activity/cost factor?
8. Responsibilities (report who is responsible for each area below):
   1. Electronic equipment:
   2. Filming/taking pictures:
   3. Music elements:
   4. Editing:
   5. Performing/talking: