**Task: Marketing Campaign for Physical Activity**

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

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**Directions**

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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Miss Fowley will present three different methods of presentation. Please keep your minds open to all three until she is finished with her presentation.

\_\_\_\_\_\_\_\_\_ 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 Mrs. Romance taking it away. YOU are responsible for bring in any of the electronics that you will use during class. *Please note: there will be an opportunity to use a district-owned Flip video camera. You will learn more about this later.*

\_\_\_\_\_\_\_\_\_ Adhere to and meet the technology guidelines that Miss Fowley provides

\_\_\_\_\_\_\_\_\_ Be ready to present!

If you have completed this checklist, please sign on the line below and turn in required materials to Mrs. Romance. By doing this, you are confirming that the assignment is complete and ready for presentation.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Grading:**

75 points – PE Assessment for standard 6 according to the rubric below

25 points – Technology and Presentation Assessment according to the rubric from Mrs. Wojtecki

**100 points total**

\* After all of the presentations are complete, you will also fill out a self and peer assessment worth an additional 30 points if you work in a group!

***Standard 6 Scoring Rubric:***

|  |  |  |
| --- | --- | --- |
| **Level / Score** | **Criteria for Benchmark A** | **Criteria for Benchmark B** |
| Advanced (A)  75/75 – 100% | * Actively encourages others to pursue an activity or physical activities in creative and effective ways. | * The campaign expresses multiple specific reasons from more than one category (social interaction, enjoyment, challenge, self-expression) that would lead to an individual valuing physical activity. |
| Proficient (P)  60/75 – 80% | * Actively encourages others to pursue physical activities through actions and positive experiences. | * The campaign expresses at least one reason from at least one category (e.g., health, self-expression, social interaction, challenge, enjoyment) to describe why a person would value physical activity or a specific activity. |
| Limited (L)  45/75 – 60% | * Campaign is limited in encouraging others to pursue physical activities through actions and experiences. | * Limited expression of reasons why a person would value physical activity or a specific activity. |

**Ohio Physical Education Assessment**

**Standard 6:** Values physical activity for health, enjoyment, challenge, self-expression and/or social interaction

**Benchmark A:** Use physical activity to promote personal growth, goal setting and enjoyment

**Benchmark B:** Pursue physical activities that promote self-expression and provide opportunities for social and group interaction

**\***Assessment adopted from the Ohio Department of Education, Focus Group Draft, November 30, 2010

**Task: Outline and Guide (part 1)**

**Marketing Campaign for Physical Activity**

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

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**Directions**

Use this outline to help you plan for your pictures, video clips and presentations. Be sure to **encourage** others to participate in your activity in creative and effective ways throughout your presentation (in your pictures or videos). Also, be sure your presentation explains **multiple, specific reasons why someone should value your activity**. 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. Be sure to keep track of these because an MLA Works Cited page will be a required part of the final presentation.

1. How do you plan on **encouraging** others to participate in your activity:
2. Explain multiple, **specific reasons** (health, self-expression, social interaction, challenge, enjoyment of your physical activity) why you **value** your activity:
3. What resources do you have to support your information? (Research may need to occur at home)
4. **STOP!** Now, you need to turn this information into a production! Start brainstorming how you want to present this information. Take notes on the back of this paper. **BE CREATIVE!** When you have your ideas down, you must meet with Mrs. Romance before you move on to the next step!

**Task: Outline and Guide (part 2)**

**Marketing Campaign for Physical Activity**

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

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**Directions**

Now, it’s time to plan out your production of the marketing campaign. Remember, you need to encourage others to participate in your physical activity and include the reasons why someone should value your activity. Be sure to answer all of the questions thoroughly, as they are intended to help you plan out all of your elements of your presentation. If you choose to use a video, be sure plan out and include the final script you are planning on using. **Remember, your final presentation and correlating papers are due Wednesday, December 19th!**

1. What will be your method of presentation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. 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?
3. In order to set up an account, you will need a personal (non-SHS) email account. What email address do you plan on using, and whose is it?
4. Responsibilities (report who is responsible for each area below):
   1. Electronic equipment:
   2. Filming/taking pictures:
   3. Music elements:
   4. Editing:
   5. Performing/talking:
5. Production Elements:
   1. Will you be using pictures or video? Will they be your own pictures or videos?
   2. Do you know how to take pictures or videos off of your phone? Have you done it before?
      1. Please make sure you know how to do this before decided on what to use!
   3. List what you are taking pictures/video of and who will be in them:
   4. What equipment do you need (be specific) for your pictures/video?
   5. What music elements do you plan on using? Where in the presentation?
   6. If you are doing video, you must plan out a script on a separate piece of paper. Please include who is speaking and what they are going to say. You must turn in your final script with this outline!