**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period:\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_**

**Selling a Cell Brochure**

*Due Date:* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Scenario:* Imagine you are all advertising executives for a cell manufacturing company. An international convention of organisms is taking place next week! There will be thousands of different types of organisms including mammals, fish, trees, flowers, algae, amoeba, and bacteria. It is important that you have a printed brochure to hand out to the attending organism, advertising your cell type for the organisms to purchase.

*Challenge:* Design a sales brochure for your company’s organelle. It may be printed or hand written, but must be clean, neat and creative!

*Rubric: 50 pts total*

**2 pts--**Company name and logo

**5 pts--**Sales slogan

**5pts--**Brief description of the type of cell, in your own words

**5pts--**A diagram or “cartoon” illustration of your cell type

**13pts--**A sales proposal that explains why your cell type is the best and should be purchased (does it let you be multi-cellular, is it good for movement, does it let you live in extreme environments, etc.)

**2 pts--** Approximate cost (discounts for buying multiple?)

**5pts--**At least two correctly written references that were consulted for the project, written/typed on the back of the last page of the brochure, i.e. web addresses, book title, publisher, page number. (this can include the textbook)

**5 pts--**Color and creativity throughout the brochure

**5 pts--**No grammar or spelling mistakes

**3 pts—**attach this rubric to your project