

## **PGAS Business Brochure Activity**

### **Objectives**

In this activity students will create a brochure for a fictional company.

### **Standards**

IT-IDT-1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

### **Project Time**

This project will take about 1 hour to complete.

### **Ethics Statement**

Students will model work readiness traits required for success in the workplace including teamwork, multitasking, integrity, honesty, accountability, punctuality, time management, and respect for diversity.

### **Project Details**

Using a provided template, students will work in small groups to create a brochure for a fictional company.

Brochure will be trifold and will explain to potential customers Who, What, When, Where, Why, and How services or products are provided.

Business name and location should be noted.

Appropriate graphics, minimal grammatical errors. No spelling errors.

### **RUBRIC**

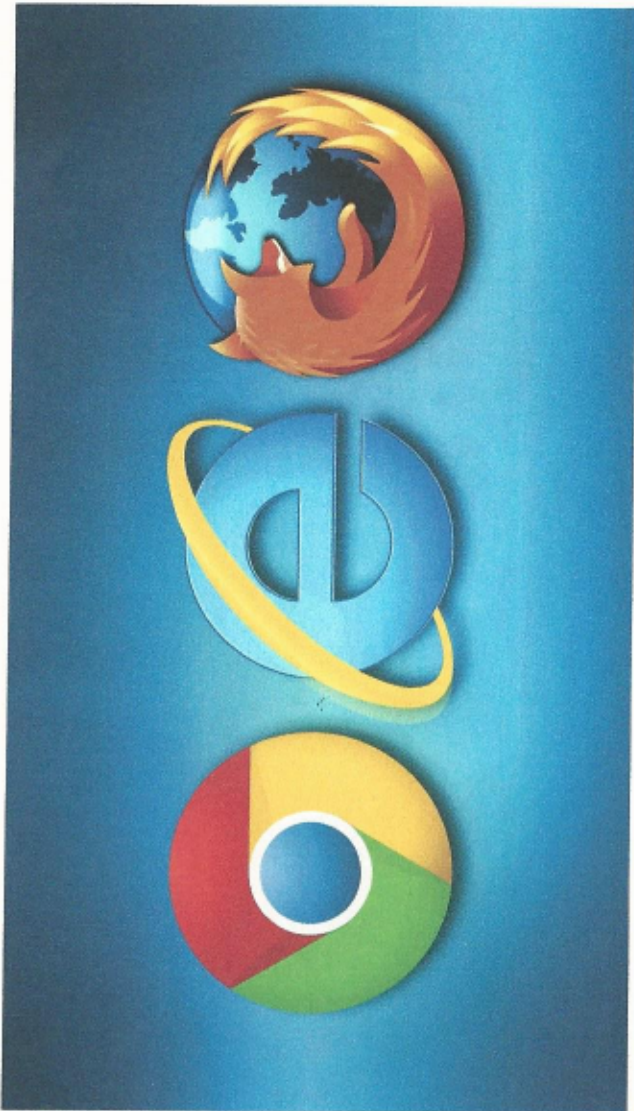
50 points – Brochure completed.

20 points – The 5 W's and H included.

20 points – Appropriate graphics

10 points – minimal grammatical or spelling errors.

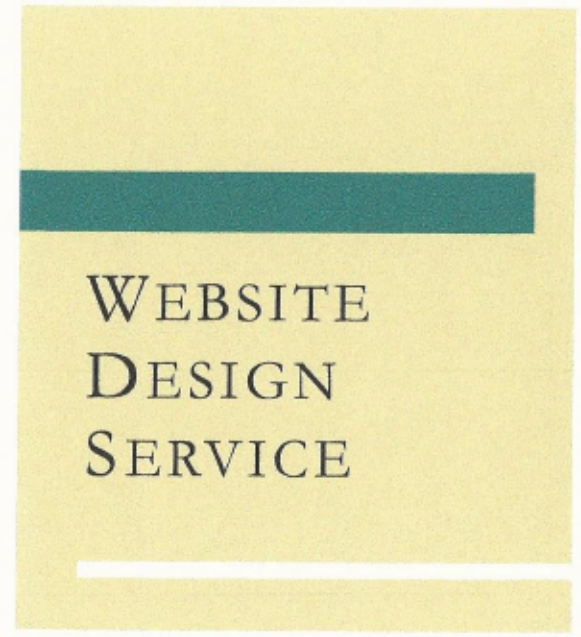




Why is  
this Blank?

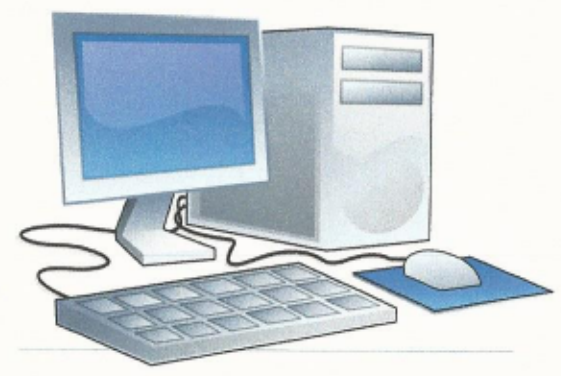
Good work  
overall!

90/100



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DESIGN  
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*TELL ALL ABOUT  
YOUR BUSINESS  
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**WHO**

*If you need an website, we  
have your solutions.*

**WHAT**

*We can  
create any  
kind of*



*website that your company  
needs. Sporting goods,  
food, clothing...Whatever it  
is, we have you covered.*

**WHEN**

*HOURS OF OPERATION*

*OPEN 5 DAYS A WEEK*

*FROM 9 AM-5 PM*

*CLOSED SATURDAY AND*

*SUNDAY*

**WHERE—LOCATION(S)**

*123 Main Street*

*Thomasville, GA*



**WHY**

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