

## Marketing Throughout History Project – 40 points

### Instructions:

Create a PowerPoint explaining the history of the time period you were assigned, and include the following:

- Find information covering the following customer buying preferences. Include advertisements or pictures and a brief explanation of these items:
  - Clothing/Fashion
  - Toys
  - Foods/Restaurants
  - Household Products
  - Automobiles
  
- Find information about the economic/business climate for your decade. Include pictures, advertisements, company logos, graphic text, etc. and a brief explanation of each of the following:
  - New Inventions/Product Introductions
  - Companies Founded
  - Cost of a gallon of gasoline and a gallon of milk at the turn of your decade
  - Influential/Main People of the Decade
  - Major historical events (ex. WWII – women entered the workforce)
  
- Include a works cited slide & Title Slide
- Review the rubric

### HELPFUL INTERNET SITES:

- Customer Buying Preferences – [adclassix.com](http://adclassix.com), [fashion-era.com](http://fashion-era.com)
- Economic/Business Climate – [inventors.about.com](http://inventors.about.com), [mediahistory.umn.edu](http://mediahistory.umn.edu)

\*Save your presentation **as a .pdf**, and share it with me on Dropbox ([katonmic@gmail.com](mailto:katonmic@gmail.com))