Marketing a Product Mesoamerica

Use what you have learned about the Aztec, Inca or Maya to develop an advertisement for a product that would be useful for ONE of these civilizations.

Think about:

What do they value? What do they need? What would make their lives easier?

Religion, Economy, Geography, Government

Divide the following work among group members.

1. Create a record of what who is completing each part.
2. Written advertisement (a few sentences about the product & its usefulness)
   1. Will be read to the class – in the form of a commercial/sales pitch
3. Poster
   1. Product name
   2. Slogan (catchy phrases people will remember)
   3. Drawing of your product
4. Write a short jingle
   1. Use a tune everyone will recognize like Jingle Bells)
   2. Make multiple copies, handwritten or typed
   3. Practice singing together
5. Write a 5-6 sentence paragraph
   1. Begin with a clear topic sentence
   2. Explain the connection of your product to the civilization
   3. How does your product make their life easier and/or would be valued
   4. Use specific historical facts/vocabulary
   5. Identify at least 2 forms of rhetoric used in your advertisement to sell your product that you have learned in LA or Civics