Marketing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ch. 3 Research Project

* Choose a major national or international company that has operated for more than 50 years.
	+ Only one student per company.
	+ See Mrs. Ellsworth to sign-up.
* Create paper (two full pages, ds) or presentation (Sway, Prezi, PowerPoint) on your chosen company
* Be sure to include the following information on your chosen company.
	+ Company History (over the past 50 years or more)
		- Determine how the products produced and marketed have changed over the life of the company.
	+ Competition
		- Identify other companies that competed with the business during its history that have gone out of business and others that have become competitors recently.
* This project is due Friday February 14, 2020 by 3:20. It should be emailed to tellsworth@fillmorecsd.org.
* After vacation you will be sharing these projects with your classmates.