Student Name: ­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Unit 1: Technological Inventions and Innovations**

Lesson 3: Advertising and Marketing Effects on Technology

File 1.3.1: Product Advertising and Sales

Sign up for one of the products listed below. Most of the products listed are generic, and you will have to determine the specific brand and model you will research. Search for an advertisement (print or electronic) and the current sales figures for the product (or last sales figures, if the product is not currently sold). Complete the label below for your product and place the label and the advertisement example on the class scatter plot at the appropriate place based on sales figures.

Product List

large screen tv laptop digital camera

MP3 player touch tablet gaming console

handheld game system smart phone video game

Product:

Make/Model:

Company that sells the product:

Sales Figures: $

Year of Sales Figures:

Example of Advertisement: (if the advertisement does not fit in this space, attach this label to the advertisement and place it on the class scatter plot.