



Elkins School District
Alternate Method of Instruction (AMI)



AMI Day # 1

School Name	Elkins High School
Teacher Name	Amanda Coleman
Subject / Course Name	Marketing
Assignment Description	ONLINE: PAPER HARD-COPY:
Contact Information	PHONE/TEXT: (if teacher wants to give out this information) EMAIL ADDRESS: acoleman@elkinsdistrict.org OTHER: (maybe website, google, remind app, etc.)

Assignments will be graded and entered into the gradebook according to the teacher's grading system. Attendance will be recorded based upon completion of the assignment.

Walter Marshall is second only to Cupid himself when it comes to knowing how to say "I love you" at Valentine's Day. As the "King of Hearts," Marshall is in charge of deciding the sweetest sayings for each new batch of NECCO Sweethearts Conversation Hearts, America's #1 selling Valentine's Day treat.

Confections and affections have been in Marshall's blood most of his life. And after more than 40 years in the candy business, Marshall is the authority on sweetness. More than 12 years ago, Marshall joined NECCO and decided to turn the much-loved little pastel candy hearts, a perennial Valentine's Day favorite since their inception in 1902, into an American icon that keeps pace with changing times.

Marshall receives hundreds of suggestions for new heart sayings from children and adults all over the country. He listens as his grandchildren utter phrases of popular culture, and he alone is the final decision-maker when it comes to which sayings to add and which to retire.

NECCO expects to sell over 8 billion Conversation Hearts this year. Millions of candy-lovers will be eating Walter Marshall's words, and since Cupid isn't always available for interviews, surely the "King of Hearts" could be the next best authority on the sweetness of Valentine's Day. (<http://www.necco.com/walter-m.html>)

NECCO® and Weight Watchers® have teamed up to create conversation hearts for "weight watchers." Unlike traditional conversation hearts, Weight Watchers® conversation hearts will be healthier than the traditional conversation hearts. You were hired by NECCO to assist Walter Marshall in creating conversation hearts with sayings that will encourage "weight watchers" on their quest to lose weight. The sayings for this new batch of conversation hearts should follow NECCO's tradition of being "sweet" and Weight Watcher's new slogan: "WATCH YOURSELF CHANGE: Small changes to your life can mean big changes to your weight." In addition, you should create a package for the new hearts. In order to attract the attention of "weight watchers" you should come up with a package that is different from the traditional package.

Questions

1. Using the hearts provided, create nine different sayings that will encourage weight watchers on their quest to lose weight. Make sure your sayings are sensible, sensitive, and sweet!
2. Where would you sell the new conversation hearts? Be specific.
3. Think of a catchy slogan you could use in advertisements about this new product.
4. Sketch your new package on a clean sheet of paper. Don't forget to add color to your sketch! Why did you design this particular package to attract weight watchers?

Create nine different saying that will encourage weight watchers on their quest to lose weight.

