

BLOCK

6.3.1

NAME _____

DATE _____

PERIOD _____

TEK | d(1)(C)



MINI-CASE

07 / 10

A DFW smoothie shop hires you to redesign their billboard. The old one has 24 words, 4 photos, and 3 colors. Drivers say they can't read it at 60 mph.

1 | ONE thing I would REMOVE from the old billboard (to pass the 5-second test):

2 | ONE thing I would KEEP or ADD (slogan, image, or color choice):

3 | Name ONE Marketing and Sales career from the H&L cluster that would LEAD this redesign: Career:

4 | In one sentence, why that career fits THIS job (not a different marketing role):

TEACHER · MASTERY

Beginning 1 Developing 2 Proficient 3 Mastery 4

TEACHER COMMENT _____