

Dear Parents,

We have started our Economics unit in Social Studies. To help our third graders have a better understanding of this unit we are asking that each student pick a good or service and develop an **authentic** mini company (ex. hair salon, car wash etc.) to be displayed in a recycled box.

**This project is worth 50 points.**

Starting Friday, January 9th, we are asking that each parent select the good or service their child will represent for this project. Companies will be assigned on a first-come basis and only one student will be allowed to portray each type of company. The sign-up sheet will be sent via signupgenius.com. We have been discussing this in class so your child should have an idea of what they would like to do.

**Grading Rubric:**

**Company Info Brochure (Writing Grade): 20 points**

- Creative name for the company (5 points)
- Identify whether the company sells goods or provides a service (5 points)
- At least 5 clearly labeled pictures to show examples of the goods or services provided (5 points)
- An inviting company slogan and description using 3-7 sentences (5 points)

**Presentation (Social Studies Grade): 10 points**

- Commercial
  - State your name and the name of your company (2 points)
  - Identify whether the company provides goods or services (2 points)
  - Describe your company in 5-7 sentences (2 points)
  - **BE CREATIVE!** You're trying to gain customers (4 points)

**Company in a Box: 20 points** - Please write your name on the BACK of the project!!

- Name of company on the front (2 points)
- Display- Does your box accurately display the goods/services provided? **Be Creative** (15 points)
- Research- List the sources used to gain knowledge on your company. (3 points)
  - **THIS PROJECT IS DUE ON OR BEFORE FRIDAY, JANUARY 30, 2015.**

**NO EXCEPTIONS!**