

Format. Présentation orale (**2 people MAX per group**) avec document Powerpoint (PPT) (avec partage d'écran sur ZOOM). **10-15mn MAX**. Each member will need to have an equal talking time and to be present the day of the presentation (with camera plugged in).

- Presentation of the company making this product
- Target customers/audience and age range (who would you address the product to)
- Product name, function, price, description, possible issues with your product (try to be as honest as possible in the presentation of the product)
- A visual representation (can be drawings to show features of the product)
- Pricing model chosen and possible discounts available
- Distribution channels
- Analysis of Ad campaign and marketing tools (website analysis)
- How the product is necessary/unique. Why do we need to buy it?
- Present **a competitor's product**. Compare your product with a competitor's similar product and demonstrate clearly why yours is a better choice.
- **AIDA** technique or **MONROE** to organize the presentation of your product
- Professional-looking slides, using Powerpoint (PPT), PREZI, or Genially: dynamic (1 slide/minute); no typos, not too much text, clear, clean, and professional. Be creative and show me that things are clearly organized in your head.
- Checking your pronunciation on howjsay.com
- In-class presentation ZOOM (sharing your screen) (10-15 minutes MAX).
- The script (full-text) of your presentation will need to be dropped on the "Devoir-Final Assignment" on Moodle (featuring the names of the group members, Times New Roman, 12pts, 1.5 spacing, page number, **PDF format**) as well as the PPT that you will present to the class.