

FINAL EXAMINATION IN TECHNOPRENEURSHIP

CREATION OF A PROMOTIONAL/MARKETING VIDEO

Mechanics:

1. **Each group** will create **ONE (1)** promotional or marketing video presentation of the proposed business or entrepreneurial venture you have submitted in your business plan.
2. Each video should be between 5-10 minutes only.
3. The purpose of this video presentation is to **persuade your target audience to patronize your products and/or services to be offered.**
4. You have one week to create this promotional campaign.
5. Submission is on **October 20, 2018 (Saturday) until 12:00 noon.** All videos must be saved in a USB drive (only one USB per class). Make sure name of each member of the group is reflected on the video itself.
6. You will be allowed to use the Computer Laboratory for this project for one week and/or continue working on your project at home or in your own laptops, if necessary.
7. This is equivalent to 100% of the final exam.
8. Submit a photocopy of your final exam permit and submit the same on October 20.
9. **Best video presentation will be awarded a cash incentive of P500.00/class.**

Criteria:

Marketability and Commercial Appeal	-	25%
Audio and Visual Quality	-	25%
Ability to Effectively Tell a Story	-	25%
Feasibility of Concept Execution	-	<u>25%</u>
		100%

Prepared by:

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