

The presentation should have the following elements:

a. Problem identification:

discuss a specific problem
show target audience' needs,
(Ibrahim)
Introduce product/service
emphasize on the solutions
(RAHAL)

// b.

Promise (present and develop major benefits)

(Ghezi)

// c.

Demonstration (describe the process of how it works or how it is used)

(Raed)

// d.

** Call-to-action (detail advertising elements and strategies and invite to use/try/buy)

** A commercial poster

(Iskander + Nourhene +oussema)

NB: students have to include graphs (at least 2 different types and explain and interpret data)

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