

Graduation Trip Proposal

Step 1: As a class, we will determine how much money each person is allotted and how much time the class has for the trip. Your proposal does not have to use all the money and time allotted, but of course it cannot go over the money or time allotted. So, for example, you can choose to go to a more expensive place for less time.

Step 2: Working alone or in pairs, choose a destination that you want to propose for the senior trip. You have to make sure that it's affordable, so you have to research costs of flight, hotels, food, etc.

Step 3: Now you have to create a promotional campaign (one or more advertisements) that tries to sell your trip to your classmates. Your campaign can include any media and can include more than one file or advertisement. Regardless of what form(s) your campaign takes, it must include:

- at least 350 words (firm limit)
- five images
- one map
- basic historical and geographic information about the location
- total cost with a breakdown (so we can verify that you actually looked up the cost; this can be included in small print or as an extra file)
- itinerary (daily schedule of activities, including flight times)

You want to answer the question of, why would I want to go *there*? What is there to do? What is this place known for? Why is it special? Why would we enjoy it?

Suggestions:

- Have a look vacation brochures and online advertisements for package tours. See how the pros do it.
- Look at sites like Google Flights, Priceline, and Travelocity for deals on flights, rooms, and package tours.
- Consider putting together your own package. You don't have to just look for bundled tours. You can find cheap flights and lodging and put together your own schedule.

You can use any digital platform you like.

You will be graded using the homework rubric.