******Planetary Travel Brochure**

You have been hired as a marketing specialist for a new stellar travel company of astronomical propertions. With the ability to travel faster than the speed of sound in vehicles resistent to temperature and pressure your clients can soar through space. You will be asked to design a travel brochure for a particular planet. The planet will be selected randomly so that each marketing agent will have a different planet to advertise.

The travel brochure will help promote the planet you are designated for marketing purposes. Use persausive language to convince people about the tours at your destination location. Be sure to include FACTS as well as your IDEAS to convince them about this vacation and planetary tour. Include travel plans, accomodations, food, entertainment, and any other attractions they will encounter during their celestial visit.

You will be given Tuesday and Wednesday to gather all of your information for this project using the iPads. You will need to gather, collect, and plan quickly and efficiently as you will only be given this limited time in class for research. Thursday’s class will be dedicated to building the brochure, stylizing, and fianlizing it. It will be displayed at your Student Led Parent Conferences so please do your BEST work!

Use the following outline to guide your marketing plans. You do not have to follow the order for each section but you should include all of the information from each section in the brochure.

**Travel Brochure**

Use an 11x17 sheet of paper. Fold In into quarters. This will give you eight sections (front and back).

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**Section 1:**

Planet Name – Picture/Drawing – Catchy Description

**Section 2:**

Location in Solar System – Distance from Sun – Length of Orbit – Axis Rotation – Special Characteristics

 **Section 3:**

Size of Planet – Planetary Comparison with other Planets – Moons – Rings

**Section 4:**

Planet Composition – Gravity – Atmosphere – Temperature

**Section 5:**

Discovery – History – Interesting Facts

**Section 6:**

Habitation and Existance – Creative Solutions

**Section 7:**

Planetary Uniqueness – Thought provoking facts – Best features of Planet

**Section 8:**

Attractions and Activities – Entertaiment – Tours or Exibits (including moons or rings)

***~ BE CREATIVE ~***

**Planetary Travel Brochure Rubric**

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| --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** |
| **Scientific Concepts** | Inaccurate information or lacking details, depth, and points of interest. | Some accurate information. Needs more detail and points of interest. | Good – accurate information. Some detail and points of interest. | Excelent information. Relavant, accurate, specific, detailed planetary facts and points of interest. |
| **Environmental Impacts** | Poor planing for attractions, tours, or points of interest. Items do not take into account environment of planet or impact on humans | Interesting accomodations, tours, and points of interest but seem to be misaligned with environment of planet. Considers some impacts of exploration. | Considers impact of this level of space exploration for mankind. Good attractions, tours, and points of interest. May have had more thought or detail. | Considers impact of this level of space exploration for mankind. Excellent attractions, tours, and points of interest. |
| **Problem Solving****Inquiry** | Lacking explanations for technological advancements. Inhabitable or poor accomodations. | Some explanations for technological advancements. Inhabitable or poor accomodations. | Good explanations for technological advancements. Habitation may be possible with given accomodations. | Deep understanding of technological advancements required for habitation of planet. Excellent accomodations, survival necessities. |
| **Communication** | Poorly written, lacks detail, inaccurate information. Scattered information, grammatical errors. | Well written but lacking accuracy or details. May be creative or persuasive but not really both. | Well written with few errors. Attention to details. May be creative or persuasive but not really both. | Well written, researched, and presented. Detailed, precise, clear, and organized.Persuasive and creative. |