

The Facebook Project “Corporation”

1. Create a facebook poster that represents your corporation. The poster should include, but is not limited to, the following criteria:

For all the topics below, PLEASE SHOW **PROOF** and **EVIDENCE** of your information!

- A. A Picture of your Company Logo or one of its Factory/Stores____ (5 pts)
- B. Inc. since____ (2pts) and city/state it originated in____ (3pts)
- C. What does the company produce____ (10 pts)
- D. What *Advertising Technique* does the company use most (give example)____ (10 pts)
- E. List one POSITIVE and one NEGATIVE Externality ____ (10 pts)
- F. What was the company’s gross profit in the last year____ (5pts)
- G. Approximately how many employees does the company employ and what is the division (specialization) of labor____ (5 pts) is there a large disparity in income of the workers???
- H. Does the company provide any workers benefits (Retirement Pension or 401K, Health insurance, Work Comp, Union support, etc.) list which benefits provided ____ (10pts)
- I. Include other interesting facebook info such as status (might use an *Ad technique* here, friends (research the company’s lobbying history and include senators which the corporation donates to), etc.____ (5 pts)
- J. Overall Appearance____ (10 pts)
- K. Must have at least two RELIABLE sources, cited correctly; List them on the back of your poster____ (5 pts)
- L. ABSTRACT: Write a one page summary and include: whether you believe your companies might impact a community and if you believe the benefits outweigh the costs. List 3 tradeoffs of globalization and the drive for cutting costs and increasing profits. In your last paragraph, explain how knowing this information benefits you as a voter and as a consumer. ____ (20pts)

Overall _____ (100pts)