10

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Unit 1: Technological Inventions and Innovations**

**Lesson 3: Advertising and Marketing Effects on Technology**

**File 1.3.2: Factors that Affect Product Success or Failure**

Using the website suggested by your teacher, research **one of the most successful** products of the past and **one of the least successful** products of the past. Identify how advertising, the strength of the economy during the time of the products release, the goals of the company, and the fads of the time period contributed to the success or failure of the product.

WHEN FINISHED: Continue to the class website to submit this assignment and complete the technology survey

Use the following organizer for your research:

Name of successful product:

How was the product advertised?

Who was the target consumer?

How did the economy affect the sales of the product?

What were the goals of the company that sold the product?

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11

Name of Company:

Goals:

Where there any fads that contributed to the success of the product? What were they?

Name of failed product:

How was the product advertised?

Who was the target consumer?

How did the economy affect the sales of the product?

What were the goals of the company that sold the product?

Name of Company:

Goals:

Where there any fads that contributed to the failure of the product? What were they?

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