Memo

To: GSI Country Representative

From: Doc Zuus, FIFA Media and Advertizing

Date:

Re: Literacy Rate, Languages and advertisement campaign

We are starting to come up with an advertising strategy. One of the important aspects in formulating an advertising strategy is deciding what mix of video and print advertising we should use. For example, how much do we put into TV commercials, You Tube and billboards. On the other hand a print strategy would use more newspaper ads, twitter, Facebook, and other social media.

Please compare the literacy rates in your country to those in other Latin American Countries

Also, find out what languages are spoken in your country and the history as to why they are spoken. For example is it a native language and if so from what tribe or is it from a colonizer or immigrant group (if so when did they come and what was the history).

Mr. Satell’s two cents

I have looked over this memo in your in basket and have a few thoughts for you.

* Remember to use the memo format to: the person you are sending it to. From that is you (and or your partner) your title including your country, and period. Also include the Date: and what the memo is regarding (RE)
* Use the packets available in class, worksheets given to you, notes from class, and/or internet and other sources of quality
* Have a short sentence reminding them what they requested in the memo sent to you
* Use bullet points and paragraphs.
* Use good grammar and spelling
* Cover the material fully in as few words as possible

In addition, make sure to include:

* The literacy rates of your country compared to other countries
* An advertising campaign with percentages for the different kinds of media outlets (ie. You Tube, billboards, television, etc.).
* The languages spoken and their history.