This assignment may be completed **alone or with 1 or 2 partners**. You will research and prepare a Word document and a PowerPoint presentation on a business-related topic of your choice. Your research must include at least three sources which will be included as correctly formatted references in a bibliography. Refer to class Projects for relevant techniques. Please provide your topic to your Professor by the end of class Week 3. Example topics (you only need to pick one) include:

* company profile (LinkedIn, Apple FaceBook, General Electric…)
* introduction to a business topic (Direct Marketing, Digital Advertising, Succession Planning…)

The documents will be submitted electronically indicated below. **Files MUST be named FirstName\_LastName\_Asg1. – wrong file names will not be marked (add all names if a group)**

**Every day late is less 20% marks.**

**Requirements:**

**Word & PowerPoint Documents**

* include the same Theme for both documents **(2 marks)**
* consistent content, organization and formatting across both documents (**2 marks)**

**Word Document**

* includes Title page **(2 mark)**
  + no page number on Title Page
  + includes date; *Prepared By* and *Prepared For* information and *Word Count* (not including Title Page, ToC and Bibliography)
* include Table of Contents (ToC) **Use Heading styles and insert a ToC (2 marks)**
  + insert page number in the footer
* include at least three pages of content (double spaced is fine) **(3 marks)**
  + content is well-organized and properly Spell Checked
  + title appears in the Document Header
  + student names and numbers are also included in the footer
* include at least two images **(1 mark)**
* include at least one table with an appropriate Table Style **(1 mark)**
* include a Bibliography (created using the Word References tools) with three linked and correctly formatted References from the content pages   
  **(2 marks)**

**PowerPoint Document**

* include at least 8 well-organized and Spell Checked slides (not including the Title Slide) **(2 marks)**
* include a ToC/Agenda slide **(2 marks)**
* use at least one multi-level, bulleted list **(2 marks)**
* include at least three images with Picture Styles **(2 marks)**
* Transitions appear between every slide **(2 marks)**
* slide elements are Animated on at least three slides **(2 marks)**
* Insert a link to a video include at least one Video **(DO NOT INSERT the Video)** **(1 mark)  
  Title this slide “Video Slide”**
* use at least three different Slide Layouts **(1 mark)**
* Information such as your name and student # should be included in the Slide Footer area
  + it is not necessary to include it on the Title Slide **(1 mark)**

**MARK out of /30 (worth 20% of Final Grade)**

**The completed files should be uploaded to a folder on Blackboard**

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**Every day late is less 20% marks.**