

Advertising Industry

Directions:

For this *Project*, you will write a two page research paper about the history of advertising. Make sure to proofread final paper, make sure you are using proper grammar, spelling and punctuation.

Research an advertising company which was started before the 1940s.

Include:

- When the company started
- Who started it
- Where it started
- What kind of advertising they did (include if they marketed for any well knowns companies)

Compare and contrast your advertising industries then and now. Talk about what they do which is the same and different. If your company is not open anymore find an advertising company which is and compare yours to it.