NAMES:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ How Advertisements Increase Demand

* How do advertisements affect how people feel about themselves? What they need? What are the effects on the environment of producing unnecessary goods? How does this relate to the concepts of consumerism and commercialism? Relate this to a demand and supply graph.
* Consumerism - the consumption of goods and services in excess of one’s basic needs, usually in greater and greater quantities.
* Commercialism - an attitude that emphasizes tangible profit or success (belief that it is important to make lots of money so you can buy lots of things).

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| **6** | **4** | **2** |
| Commercial is very effective, it makes me feel like I need to buy this product.  | Commercial is effective, it makes me feel like I should buy this product.  | Commercial attempts to be effective, but I don`t feel I need to buy this product. |
| Answered the ethics of demand questions fully with deep understanding of economic terms and concepts and how they relate to advertising and demand for products. Correct graph included. | Answered the ethics of demand questions with understanding of economic terms and concepts and how they relate to advertising and demand for products. Graph included. | Some answers are correct, but economic terms and concepts are unclear and the graph is not fully correct or is missing.  |
| Related your commercial to demand and supply and used economic terms to describe why you did what you did in the video.  | Attempted to relate the commercial to demand and supply and used a few economic terms to describe why you did what you did in the video. | Tried to relate the video to demand and supply and economic terms but it was unclear if there was true understanding.  |

Draw a demand and supply graph and tell me what companies hope happens after an advertising campaign (why do they spend money on advertising). What would happen if demand increased and the company continued to sell their product at the old equilibrium price?

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