



VS.

SIEMENS

Company Comparison Brochure Assignment Guidelines

Important Dates:

- Work in Class: Wednesday,
- Work in Class: Thursday,
- Peer Review/Share: Friday,
- Due Date: Monday,

With a partner, you will create a brochure comparing a German and an American company. Your brochure should detail various aspects of both companies including company name, industry, products/services, founder, founding date, location, management, revenue, and size.

Step 1: Choose your companies. These should be companies that are related. For example: Mercedes and Cadillac, Gerolsteiner and Coca-Cola, Oetker and Betty Crocker, Nike and Puma. See your teacher for help (if needed) and before you begin your research, you **MUST** get your companies approved by your teacher.

Step 2 (in class on Wednesday): Research to find information for the following topics:

- | | |
|----------------------------|----------------------------------|
| • Name der Firma | • Leitung |
| • Industrie/Branche | • Industrie/Leistungen /Produkte |
| • Gründung | • Umsatz |
| • Gründer | • Zahl der Mitarbeiter |
| • Sitz (Stadt, Bundesland) | • Webseite |

Step 3 (in class on Thursday): Create a brochure comparing the companies. You should take the following into consideration:

- Brochure Considerations:
 - Writing: The language of the brochure will be graded using the assignment rubric
 - The following should be considered in planning your textual content:
 - **Content:** be sure to fully describe your career of choice
 - **Structure:** while this assignment is not an essay, you should still use a variety of complete sentences and organize your content in a meaningful manner
 - **Vocabulary:** use the vocabulary that we've looked at this week and look up any words that are unfamiliar
 - **Accuracy:** use correct grammar, check your spelling, watch capitalization and punctuation



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- Visual: The visual quality of the brochure will also be graded using the assignment rubric.
 - The following should be considered in planning your visual content:
 - **Imagery:** the brochure should contain at least 5 images.
 - **Layout:** the brochure should be well organized and visually appealing

Broschüre: Deutsche und amerikanische Firmen

CATEGORY	4	3	2	1
Task Completion	Superior completion of the task; ideas well-developed and well-organized; relevant, telling, quality details gives the audience important information	Completion of the task; ideas adequately developed; supporting details and information are relevant, but one key portion is unsupported	Partial completion of the task; ideas somewhat developed; supporting details and information are relevant, but several key portions are unsupported	Minimal completion of the task and/or content undeveloped; support details and information are typically unclear or not related to the topic.
Comprehensibility	Text readily comprehensive, requiring no interpretation on the part of the reader	Text comprehensible, requiring minimal interpretation on the part of the reader	Text mostly comprehensible, requiring interpretation on the part of the reader	Text barely comprehensible
Vocabulary/Word Choice	Writer uses vivid words and phrases that linger or draw pictures in the reader's mind, and the choice and placement of the words seems accurate, natural and not forced.	Writer uses vivid words and phrases that linger or draw pictures in the reader's mind, but occasionally the words are used inaccurately or seem overdone.	Writer uses words that communicate clearly, but the writing lacks variety, punch or flair.	Writer uses a limited vocabulary that does not communicate strongly or capture the reader's interest. Writing does not feel authentic to the author.
Writing - Grammar	Control of basic language structures with occasional use of advance language	Control of basic language structures	Emerging control of basic language structures	Emerging use of basic language structures
Mechanics	Spelling, capitalization, and punctuation are correct throughout the newsletter.	There are 1-2 errors in spelling, capitalization, or punctuation.	There are 3-4 errors in spelling, capitalization, or punctuation.	There are 5 or more errors in spelling, capitalization, or punctuation.
Attractiveness & Organization	The newsletter has exceptionally attractive formatting and well-organized information.	The newsletter has attractive formatting and well-organized information.	The newsletter has well-organized information.	The newsletter's formatting and organization of material are confusing to the reader.
Graphics/Pictures	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the newsletter seems "text-heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen.

Points Earned: _____

Score out of 32 possible points: _____%