

SUPPLY AND DEMAND UNIT APPLICATION ASSIGNMENT

GENERAL OVERVIEW:

Each student will select a product or service and perform a “Supply and Demand Analysis”. The purpose of this assignment is for the student to apply and use many of the supply and demand concepts in a logical analytical fashion. Therefore, unlike traditional research assessments, students are encouraged NOT to access other sources and to simply perform this analysis using their own creative logical application of the unit concepts.

SPECIFIC REQUIREMENTS:

- Provide a brief overview, history and description of the product or service (w/ citations)
- Provide and discuss at least three complementary products/services for the product/service being analyzed. Make sure each complement is explained as to how/why it is considered a complement.
- Provide and discuss at least three different substitute products/services for the product/service being analyzed. Make sure each substitute is explained as to how/why it is considered a substitute.
- Is the product/service a normal or inferior good? Explain why or how.
- Provide and discuss at least three realistic environmental factors that could change the demand for the product or service. The discussion must also specify how the environmental factor would impact demand (increase or decrease) and why.
- Discuss if the product's/service's elasticity. Is it elastic, inelastic, perfectly elastic, perfectly inelastic or unit elastic and why? In this discussion, a review of the factors specific to the product that would impact its elasticity needs to be evident.
- Develop a professional appearing advertisement for the product/service along with a detailed discussion of how the ad is attempting to decrease its elasticity of demand component. Explain how the ad addresses the elasticity aspect.

It is important student provides a complete discussion of each of the requirement listed above clearly explaining their perspective and logical application of the unit concept (s) for each part.

NAME: _____

PRODUCT/SERVICE: _____

GRADING RUBRIC:

CRITERIA	COMPLETION AS REQUIRED (ALL OR NOTHING) (2)	QUALITY OF SUBMISSION (3)	TOTAL (5)	WEIGHT	TOTAL POINTS
Overview and description of the product/service.				5	
Listing and discussion of complements				4	
Listing and discussion of substitutes				4	
Discussion of income factor (normal or inferior good)				3	
Listing of environmental demand factors.				3	
Demand elasticity factor discussion.				3	
Product/Service Advertisement				4	
Analytical discussion of advertisement as it relates to elasticity.				5	
Bibliography				10	
Sub-Total				165	
Citations (2 Points Deducted For Each Uncited Aspect) (30 points Maximum)	Number of Missing Citations				
Inaccuracies (5 Points Deducted Per Inaccuracy)	Number of Inaccuracies			X 5	
Spelling and Grammar (1 Points Per Error Deducted)	Number of Errors			X 1	
Final Total				165	

COMMENTS: