

# -Selling Cell Organelles-

## Creatively Linking Life Science to Technology & Advertising

### *The Scenario:*

Imagine you are all advertising executives for cell organelle manufacturing companies. An international convention of eukaryotic cells is taking place **next week!**

### *The Challenge:*

Design, or assist a partner in designing, a sales brochure for your company's organelle.

### *The Purpose:*

The brochure will be printed and handed out to the cells attending the convention. It is expected that thousands of different types of eukaryotic cells will be there including muscle cells, RBC's, WBC's, as well as single-celled protists like Amoebae, Paramecia, & Euglena.

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### Sales Brochure Design Requirements and Rubric:

1. Must include: Company Name and Log [3 pts]
2. Must include: A memorable sales slogan for the company's organelle. [3 pts]
3. Must include: A brief description of your organelle's function-in your own words! [3 pts]
4. Must include: A diagram or "cartoon" illustration of your organelle. [3 pts]
5. Must include: An enticing sales proposal explaining why eukaryotic cells need your organelle! [3 pts]
6. Must include: An approximate cost of your organelle. [Is there a discount for buying a case and/or more than one?] [2 pts]
7. Must include: At least two correctly written references that were consulted for the project, written/typed on the back of the last page of the brochure, i.e., web address URLs; book title, publisher, page number(s). [This includes the class textbook!] [5 pts]
8. Must include: Color throughout the brochure. [3 pts]
9. *Optional:* Create a 3D, colorful display model of the organelle using any type of material. Consult a diagram or electron micrograph of the organelle to ensure all major parts are shown in the model.

### NOTE:

- A. Use MS Publisher or another computer program to layout the information in "brochure" (tri-fold) format.
- B. **Be careful!** Not all cells attending the convention may need or require your company's organelle. If your organelle is only found in particular types of cells, i.e. plant cells, that information must be noted in your brochure. *Your company's reputation dictates: Never sell a cell an organelle it doesn't need!*

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### Choose one of the organelles below but, no person/partnership may select the same one:

-cell wall	-cell membrane	-ribosome
-centrioles	-nucleus	-cytoplasm (cytosol)
-flagella	-mitochondria	-nucleolus
-cilia	-Golgi bodies	-chloroplast
-chromatin	-lysosome	-vacuole
-microtubules	-endoplasmic reticulum (ER)	

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### **Extension Activity:**

On the due date; dress up or dress up like the company's organelle and orally "sell" the organelle as the company spokesperson(s). Note-taking will be encouraged!

### **Assessment Activity:**

If model construction is *not* optional but, part of the overall grade, each partner will visit the instructor during office hours to be assessed orally with questions like:

\**What is the overall function of this organelle?*

\*After pointing to one part of the model, you may be asked: *Describe this part's function?*