

Cultural Statistics Math Project

Driving Question

How would you use statistics to increase tourism for a foreign city?

Task

- Pick a city in a country outside USA that you want to promote
- Develop knowledge about your city and include statistical data of that city (such as climate, population, industry/economics, etc)
- Write a plan using the worksheet
- Write and conduct an unbiased, viable survey that will help gather insight into what people like about traveling to foreign cities
- Use the survey to help in developing your marketing plan (minimums: 10 questions and 50 people surveyed and evidence that true data was collect)
- Prepare a presentable marketing campaign to increase tourism to your city through any media of your choice (ie brochure, commercial video, etc)
- Presentations on May 22, 23, and 24 for 3-5 minutes, along with a cultural artifact for display (i.e. food, dance, music, clothing, etc)

Due Date

- Plan Worksheet and Partner Agreement due Friday May 12, 2017
- Project work days in-class Half Block May 9-10, Half Block May 16-17, All Day May 19
- **Project Due May 22, 2017** (whether your group presents or not)
- Presentations May 22, 23, 24

PBL Stats Rubric

Worksheet Plan	15 points
Survey and evidence	20 points
Knowledge and use of statistics	10 points
Marketing Media	25 points
Artifact	5 points
Presentation	20 points
Audience Engagement	5 points

Total 100 points in assessment category

Late subtract 10 points per day (regardless of absences plus lose ability to the presentation which is -20)

Partner Agreement for Cultural Statistics Project

We agree to be partners for the Cultural Statistics project. We understand that each partner will receive the same grade for the submitted project.

Date: _____

Period: _____

Print: _____

Sign: _____

Print: _____

Sign: _____