**GatzMax – *The Great Gatsby* Project Based Learning Assessment**

* Goal: To sell a car from The Great Gatsby to a buyer.
* Role: You are a car dealership. Your job is to sell a car from The Great Gatsby to a potential buyer. Within your group, you can divide roles as necessary:
* Dealership Owner – Price Setting – Published Price and Absolutely Lowest Sell Price; Number of cars in inventory
* Sales Crew – Carfax Report; Sales Inventory – what car will you sell? Gatsby’s prior to accident, Tom’s, Refurbished Gatsby, Gatsby’s from the novel, Gatsby’s from the movie – 1974, Gatsby’s from the movie – 2013.
* Salesperson – Present the car to the potential buyer
* Audience: You will sell the car to buyers from Mr. Newsome’s math class.
* Situation: You have landed an opportunity to make commission off of the famous cars from *The Great Gatsby*. Your buyers are looking for the best price for the car. You have to persuade them to purchase your car. You are in direct competition with other dealerships selling similar cars to the same buyer pool.

Product: A research-based sales presentation including car specifications and pitch for the car. You are responsible for setting the price based on fair market value. You are responsible for creating a Carfax report.

**Real Issues in America: Project Requirements**

1. Choose a car – you will choose a car(s) that you think will appeal most to the target buyers.
2. Carfax Report – you will create specifications of the car(s) based on your research. (20 points)
3. Sales Price – you will create a sales price. You will need both a sticker price and an actual sales price/bottom line price. You will need to create this price based on research of car sales. (10 points)
4. Promotional Materials – you will create the following for your dealership/vehicle: (50 points)
   1. A webpage with links to the following:
      1. PowerPoint or Prezi for Sales Pitch
      2. Print advertisement (flier or brochure)
      3. Carfax Report
   2. A trifold poster display (20 points)
5. Sales Pitch – you will present your car to potential buyers in person, you will need a visual of your car and specifications of your car. A draft pitch will be presented to peers and advisors. A final sales pitch will be presented to your potential buyers: Mr. Newsome’s “Math, Money, and Success” Class.

**Group member names and roles:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Tasks** |
|  | Dealership Owner |  |
|  | Lead Salesperson |  |
|  | Sales Crew |  |
|  | Sales Crew |  |

**GatzMax Research: Cars in the 1920’s**

1. How available were cars?
2. What type of cars were available?
3. How much did they cost? Who could afford them?

Research the cars in The Great Gatsby

Resources

<http://www.forbes.com/sites/hannahelliott/2013/05/10/want-to-drive-like-the-great-gatsby-try-one-of-these-cars/>

<https://silverbirchpress.wordpress.com/2013/05/17/what-type-of-car-did-gatsby-drive/>

<https://silverbirchpress.wordpress.com/2013/05/17/f-scott-fitzgeralds-love-affair-with-cars/>

<http://thegreatgatsbysandm.blogspot.com/2011/05/cars-motif.html>

<http://wheels.blogs.nytimes.com/2013/05/10/gatsby-in-a-duesenberg-more-fiction/?_r=0>

<http://www.businessinsider.com/the-rolls-royce-gatsby-really-drove-2013-5>

<http://crossref-it.info/textguide/the-great-gatsby/34/2441>

<http://jalopnik.com/roll-like-the-great-gatsby-with-these-five-amazing-auto-500198361>

<http://blog.consumerguide.com/the-cars-of-the-great-gatsby/>

Describe the cars from the novel. Use MLA formatting to cite direct quotes.

Tom’s Car

Gatsby’s Car

Based on the quotes from the novel and your research on 1920s car. Synthesize your research to create specifications of the car.

**Performance**

* Maximum Speed

**Interior**

 Audio system:

 Interior Lighting:

 Seating: \_\_\_ passengers

 Upholstery:

 # of \_\_\_\_\_ speakers

* Fuel Economy

**Handling**

* Brakes
* Tires

**Exterior**

 Body color:

 Chrome:

For your sales pitch, have a picture and specifications as if you were selling the car. Advertise the car and quote a price for your car(s).

<http://www.dmv.org/buy-sell/selling-your-car/guide-to-selling-your-car.php#Meet-with-Car-Buyers>

<http://www.merlinautogroup.com/blog/2014/5/12/how-to-sell-a-car-privately-advertising-advice-from-a-used-car-dealership/>

<https://sell.autotrader.com/syc/package_selection.jsf?zip=30064>

<http://www.wikihow.com/Sell-Your-Car-Privately>

Sales Pitch

<http://www.businessinsider.com/shark-tank-best-pitches-strategies-2013-10>

Epic

<https://www.youtube.com/watch?v=fcRcVt3r9oI>

<https://www.youtube.com/watch?v=1B2Qm2_zMow>

<https://www.youtube.com/watch?v=1Q5I7iH9v14>

 External dimensions:

overall length (inches):

overall width (inches):

overall height (inches):

 Lights:

 Windows:

 Paint: