

Using real-life products

Example: Tiered lesson about the regions of North Carolina

- **Tier 1:** Develop a brochure for your selected region that would communicate the climate, the businesses and industries, the natural resources, the historical significance, and the tourist attractions of that region.
- **Tier 2:** You are the Tourism Bureau for your selected region. What will draw people to your region to visit? Develop a presentation using a brochure, PowerPoint presentation, or some other medium to promote your region. You must include a comparison between your region and the two others in North Carolina.
- **Tier 3:** You are the Chamber of Commerce for North Carolina, representing your selected region. Develop a presentation using a brochure, PowerPoint presentation, or some other medium to promote your region as the place for Microsoft, General Foods, or Proctor and Gamble to relocate their headquarters. Compare your region to the present location of the headquarters of that company, as well as the other two regions of North Carolina vying for that business. Consider comparing education systems, transportation systems, government and politics, cultural opportunities, and other aspects of the regions.