**Persuasive Essay:**

**Marketing in Medieval Merchant Markets**

For this assignment, you will be writing a persuasive essay in which you will be trying to convince the king or a fief owner to allow you to sell a product in a medieval market place, or to convince a medieval times customer to buy your product.

In order to decide which product you will be selling, you must consider the following:

* Think about what the European medieval lifestyle was like:
  + What were some of the major problems or challenges experienced by the common people, lords, and/or nobility/royalty?
  + What resources were available to them?
  + What were the hot commodities or in-demand goods of the time?
* Based on your reflection to those questions, you can either:
  + create (not necessarily physically) a product that will make medieval lifestyle easier

**OR**

* + imagine that you are a time traveler from modern society, and you will be trying to sell a product from our modern society, in the typical Medieval merchant market

Either way, whichever option you choose, the goal of the essay is to: **convince the reader why that product will be beneficial and useful for a person living in the medieval times.**

While you are going to imagine the audience for your essay is either a medieval lord or king (to convince them to allow you to sell your product in the market place) or a medieval times customer, you WILL NOT be writing this essay as if it were a letter to that person. **There should be no personal pronouns (first person or second person) used in your essay**. **You must maintain a formal style.**

Your essay will NEED to demonstrate and include the following

* Five-Six paragraphs
  + Strong introductory paragraph
    - With a STRONG THESIS STATEMENT
    - With an engaging hook
  + At least 2 body paragraphs which **thoroughly** elaborate on at least 2 reasons as to why the product you are selling would be a good one
  + One body paragraph that addresses any **opposing viewpoints or objections** a person might have to that product.
  + A strong conclusion paragraph that summarizes the arguments made in your body paragraph and restates your thesis statement in different words.
* At least 2-3 **quotes** from **reliable** sources that either support the claims you are making about your product or about the aspect of medieval life that you are addressing
* Use transition words and sentences
* GOOD GRAMMAR, SPELLING AND PUNCTUATION
* Formal style (no personal pronouns ex: I, you, me, or we)

For this assignment, you will work in groups to come up with your product to sell. However, you will be writing your own **INDIVIDUAL** essays, based on the product your group decides to sell.

Eventually, after you have finished writing your essays, you will be filming a commercial for your product.

**Common Core Standards:**

Grade 7. W.S. #1 a-e.

**Schoolwide Learning Expectations**

Effective Communicators

Critical Thinkers

Globally Aware Citizens

Knowledgeable in Technology