

Paul's Journeys

Advertising Campaign

Because of your intense curiosity and your insatiable thirst for more knowledge, you have decided to become a travel agent. In your search for the most popular cruise destinations, you run across the Apostle Paul and his physician friend, Luke. Paul, Luke, Barnabas, Silas, and others have recently been on a number of missionary journeys and suggest that you offer tours that retrace their missionary steps. Pouncing on this fantastic idea, you decide to launch an advertising campaign for Christian tourists to these sites. You choose media that will captivate your audience: you might produce a poster, display or illustrated presentation, or go digital with a film, web page or blog. After you select your format, you set to work crafting a masterpiece. You're sure to include:

- **An eye-catching introduction.** This must include the name of the journey of Paul's you are focusing on, and an attractive picture that is relevant to your journey. Many travelers will make their decision based on this piece alone, so make it good!
- **Next, give the locations which will be visited on the journey, including a 1-2 sentence itinerary or plan for each.** Tell what happened to Paul and his friends on their missionary journey at these places. You should include all the stops they made. Note any encounters with different cultures and beliefs and how they were handled. (This would be a great place to highlight the interesting information or facts you came across in your research.)
- **Third, research two major stops on the journey, (two of the cities he visited) and give specific descriptions of the society and culture that could be found there in the first century A.D.** Be sure to include information about the landscape, which landmarks or highlights to visit, and information on the economy, religious traditions, politics, history, and daily life of these major tour destinations during the first century A.D.
- **Map of the journey.** Travelers want to know where they're going, so be sure to include a detailed map! It should be eye-catching and detailed—and of course, feature each destination.
- **Exciting encounters.** Find a way to show or tell the exciting things travelers might encounter on their journeys. You might want to include quotes (you may make them up or take verses from scripture) from an interview with Paul and Luke about their first journey along the route.

- **Application for today:** Include at least two ways in which a city that Paul visited and/or a message that Paul had for that city is similar to Christians living in the 21st century.

Project specifications: These are vital to creating effective advertising.

1. Your information should be communicated in complete sentences, with correct grammar and spelling.
2. Any text and illustrations should be neat and legible.
2. Your project credits should name all personnel involved along with their roles, as well as a **Works Cited or Bibliography page.**

**Your media is due _____. Please come prepared to present it to your audience of prospective tourists.

Paul's Journeys Advertising Campaign Rubric

Requirements:	Points:
Compelling introduction with specific missionary journey (1st, 2nd, or 3rd) in title and relevant picture	____/7
List of Locations Paul Visited With Explanations for Each	____/10
Two Major Stops on the Journey, Detailed Descriptions Each	____/20
Colorful, Detailed Map, Including Each Destination	____/10
Application for the Church today	____/10
Grammar, Spelling, Correct Format	____/8
Works Cited or Bibliography Page With Sources Correctly Cited	____/5
Total	____/70