

Name _____
Anatomy/Physiology

Hour _____
Date _____

Gastrointestinal Disease Pamphlet

It has been 6 years since you graduated from Marine City High School. You are a recent hiree for the Marketing Firm, *Dimcor United Productions*. A major project has landed in your lap. If you land this account, your position with the firm will be secured, as well as getting a nice bonus. The United Gastroenterology Council of America has requested your firm to make up a pamphlet concerning a disease or disorder of the Gastrointestinal Tract in order to inform victims and family members about the disease. Your job is to create that pamphlet and present it to the board of directors. Unfortunately, the same account has also landed smack in the lap of your firm's arch rival *Glodifartch Marketing*. You not only have to out do your opponent on the pamphlet but also beat his/her presentation.

Info Needed:

The United Gastroenterology Council of America
303 Gastrointestinal Way
Washington D.C. 00211-3478
1-800-4 G I TRACT
www.UGCA.org

Pamphlet should include:

1. Short description of the disease
2. Causes
3. Symptoms
4. Diagnosis
5. Treatment
6. Prognosis
7. Where to find help
8. Other

Remember:

1. You work for a **publishing/marketing company**. (*Dimcor, Glodifartch, or Lindstratus*)
2. Your potential **CLIENT** is the **UGCA**, they would like a company to create and publish pamphlets for doctors offices around the country.
3. You will make a **sales pitch** to the UGCA to get their business. The sales pitch will include the pamphlet about a disease.