

Super Hero SWOT Analysis *Assignment*

1. Research a chosen super hero by book, internet, or movie
2. Complete a SWOT Analysis on your character listing their strengths, weaknesses, opportunities, and threats
3. What are the Demographics of your hero? (age, sex, married, education level)
4. Geographics of your hero? (where does he live)
5. Psychographics of your hero? (what kind of personality does he have)
A risk taker? Fun? Attitude? Quiet? Likes to be alone? Likes to be around people? Shy? USE DETAILED DESCRIPTION using these guiding question ideas.
6. How are YOU similar or different?
7. Complete this task by creating a PowerPoint Presentation or poster showing your findings – Add a PHOTO or other GRAPHICS that represent your Super Hero.

Super Heroes to consider: (or use any others you wish)

 Superman
 Batman
 Spiderman
 Wonder Woman
 The Hulk
 The Thing
 Iron Man
 Invisible Woman
 Stretch
 Cyclopes
 Beast
 Captain America
 Thor
 The Wasp
 Gahtman
 Scooby Doo
 Aqua man
 Green Lantern
 Professor X
 Super Woman
 Poison Ivy

 Harley Quinn
 Powerpuff Girls
 Batgirl
 Under Dog
 Xena
 Hercules
 Word Girl

GRADING RUBRIC—50 points possible

Complete SWOT Analysis: 15 points

Demographics: 5 points

Geographic's: 5 points

Psychographics: 5 points

You and SuperHero similarities and differences: 10 points

Creativity, Neatness, Graphics and Overall: 10 points