

MARKETING AND PROMOTION 11

Credits: 4

Purpose: To equip students to promote events, services, groups and themselves through user-centered research to positively affect our school and the greater community.

Outline:

- Identifying the needs of other
- Marketing
- Prototyping and testing
- Refinement of ideas

Skills Developed:

- Interpersonal research and communication
- Photoshop and Design
- Presentation skills

Assignments: Website and app design, media blasts, promotional materials, physical product design

Materials Required: standard school supplies, netbook