

MARKETING YOUR CAREER ACADEMY: CHOICE BOARD (WEEK 1)

Start Here:

What are the Components of a Successful Marketing Plan?

1. **Read** these articles:
[First Five Components](#)
[Final Five Components](#)
2. **Watch** the video: [How to Market your School](#)
3. **Ideate** using the marketing elements in the [Marketing Plan MAP Organizer](#).
4. **Choose** three out of the five choices to create your final presentation.
5. **Storyboard** your ideas. Use Google Slides, Canva, or a similar platform to create the storyboard.

Conduct interviews with alumni, students, teachers, advisory board members, and others who support the academy.

Here are some ideas to get started:

- [An alumnus talking about her experiences in the academy](#)
- [Interviews with NAF teachers and students](#)

Record the interviews with video or **select** significant quotes to use with photographs.

Collect archived media reports about the academy.

- [News clips about your school](#)
- [Newspaper articles](#)
- [Famous Alumni](#)

Evaluate the impact of the academy's career pathways on selected industries

Analyze the academy's career pathways academy by researching with credible websites:

[U.S. Bureau of Labor](#)

[Career One-Stop](#)

Also, research specific industry websites and identify some of the job openings:

Examples from the STEM field:

[Lenovo](#)

[Raytheon Technologies](#)

[World Wide Technology](#)

Collect actual academy photos or use free stock images.

Use images that align with the academy's career theme and jobs in related industries.



What Makes Your Career Academy Unique?



Choice Board

Showcase the academy's work-based learning and internship activities.

Use a variety of mediums (photos, videos, text) to highlight events.



Bonus Points: Include your artwork and memes.