

# Marketing Your Career Academy

**Assignment:** Design and create a marketing plan to promote your career academy.

**Project Directions:**

- Identify the products required for the marketing plan: Presentation, Videos, Webpage.
- Name the target audience for the marketing campaign.
- Use the MAP organizer to create the marketing product for a public presentation.

**Evaluation Criteria:**

The marketing plan grade includes peer and teacher evaluation of the following elements:

- Creativity, Impact, Target Audience Voice, and Clear messaging

**Marketing Plan Challenge:** Claim a spot on the school’s webpage with the most creative and engaging plan.

Use the **MAP Organizer** to imagine a marketing plan.

Marketing Plan MAP Organizer		
M	A	P
<p><b>Market:</b> Who is the target audience?</p>	<p><b>Awareness:</b> What do you want the target audience to know about the academy?</p>	<p><b>Product:</b> Which academy programs do you want to showcase?</p>
<p><b>Message:</b> What do you want the marketing plan to achieve?</p>	<p><b>Attitude:</b> What do you want the target audience to think and feel about the academy?</p>	<p><b>Price/Budget:</b> What is the projected cost?</p>
<p><b>Media:</b> What is the choice of media? Presentation, Video, Brochure, or Webpage</p>	<p><b>Artifacts:</b> What visuals, audio, or data elements do you want to use in the plan?</p>	<p><b>Place:</b> Where does the target audience get to see the marketing materials or information?</p>

Marketing Plan MAP Organizer		
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<p><b>Measure:</b> How do you know the marketing plan was successful?</p>	<p><b>Action Steps:</b> Outline the phases for the development and launch of the marketing plan.</p>	<p><b>Psychological Motivation:</b> What are the motivating and emotional elements that appeal to the target audience?</p>

**Teacher Presentation Note:**