

Marketing Plan: Virtual Brochure - Virtual Station Rotation

Stations	Instructions			
Teacher-Led Station	Instruct students to attend the virtual-conferencing session assigned to their group.			
	Group	Names	Day / Time	Video Conferencing Link
	1			
	2			
	3			
<p>Objective: To introduce Virtual Brochures as a career academy marketing strategy</p> <p>Required materials for Teacher-Led Station:</p> <ul style="list-style-type: none"> • Teacher Resources: <ul style="list-style-type: none"> ○ Overview: Virtual Brochure PPT ○ Supplemental Resources: Copyright & Creativity for Digital Citizens • Student Resource: Infographic Free Speech, Copyright & Fair Use 				
Online Station	<p>Objective: To convert the marketing plan storyboard into a Virtual Brochure</p> <p>Directions: Students work through the Virtual Brochure Choice Board and research/collect virtual artifacts for the virtual brochure.</p> <p>Student Resource: Marketing Plan: Virtual Brochure Choice Board</p>			
Offline Station	<p>Objective: To select and edit collected artifacts and design the layout for a Virtual Brochure</p> <p>Directions: Students create their virtual brochure using selected or assigned applications</p> <p>Post documentation of your work to... (teacher-directed)</p>			