

Marketing Plan: Virtual Roadmap - 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 create a Virtual Roadmap as a marketing strategy for your career academy.</p> <p>Required materials for Teacher-Led Station:</p> <ul style="list-style-type: none"> Teacher Resource: Imagine the Future: Virtual Roadmap PPT Presentation Student Resource: Virtual Roadmap Choice Board Supplemental Resource: Article: Ensuring All Students Can See Themselves in STEM 				
Online Station	<p>Objective: To create a Virtual Roadmap that sparks the audience’s excitement for future careers and the potential academy benefits even 10-years in the future.</p> <p>Directions: Students work through the Virtual Roadmap Choice Board.</p>			
Offline Station	<p>Objective: To identify examples of implicit bias in TV or print media advertising.</p> <p>Directions: Students select advertisements from print or TV media that they feel include implicit bias. Write an essay that identifies at least two (2) implicit biases and explain how the advertisement could be changed to be culturally responsive (i.e., appealing to a wide variety of social customs in the community).</p> <p>Post documentation of your work to... (teacher-directed)</p>			