

SUBMITTED BY: Peter Hostrawser

STRATEGY NAME: Collaboration and Creative Marketing

PURPOSE/OBJECTIVES:

Students will learn how to work in collaborative groups. The students will create an idea(s), make decisions, and produce an end marketing product to present to a mock company.

MATERIALS NEEDED:

Computers
Printers (color preferred)
Drawing / designing software (Photoshop, Publisher, Illustrator, etc.)

PROCESS:

According to True Colors outcomes, students will be placed in 8 teams of 3. These teams will act as marketing companies. Two students will be designated as clients. These clients will represent a similar product to be marketed. (i.e. Sport Drink, Teen Club)

The teams will be split with 4 teams working for each client. Each team will be required to create the following advertising package:

- A specific print advertisement
- A logo and tag line for the product
- A special deal / coupon to entice new customers to try the product / service.

Attention will be put on the way each team works together to accomplish the advertising packages.

The completed advertising projects will be evaluated by the client. The client will then choose their favorite work from 1 of the 4 teams. The 2 clients with their winning choice will then compete with each other. The top two completed projects will be voted on by another class to see who wins. That winning advertising project will win a prize.

An evaluation / survey will be given at the end of the project focusing on the way each team worked and managed themselves. Interactions and teamwork related items will then be discussed.

ADDITIONAL NOTES OR COMMENTS: