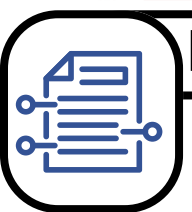




**INSTRUCTOR: MS. PRICE**

**COURSE: MARKETING 1**



## PROJECT SUMMARY

- Students will participate in various marketing activities for the Walk for Hope and track the data associated with their efforts.



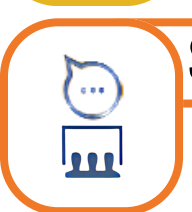
## DRIVING QUESTION

- What impact can marketing have on mental health research?



## SUSTAINED INQUIRY & AUTHENTICITY

- The Walk for Hope is in its 36th year in its effort to raise funds for mental health research in the area. Students will encourage their peers and others to participate in the walk and raise funds for research by contributing to the school's team account.



## STUDENT VOICE & CHOICE WITH PUBLIC PRODUCTS

- Students will make presentations to peers, distribute marketing materials in the community, and talk to the public about the importance of contributing to mental health research.



## TEACHER REFLECTION

- Students were really engaged in the promotion piece and exploring different ways of using various kinds of marketing strategies to promote the Walk for Hope. I was pleasantly surprised in the interest and motivation by the students to create new materials and get others involved in the project. We were able to raise twice the amount for mental health research from the previous year and had a record 80 participants in the actual walk that included many of our families. Students enjoyed the hands-on learning experience. I felt good about their exposure to service learning projects along with how to use marketing promotion strategies to accomplish fundraising goals.



## STUDENT REFLECTIONS

- "I learned to be more put together because I had to work with people who depended on me."
- "I learned how to actively market and upsell."
- "This project helped with my professionalism when using Outlook to email teachers in a professional manner."
- "It was interesting having to take in people's emotions and learning how to make them feel better to get the desired impact."



## NOTED SKILLS GAINED

- ADVERTISING
- WORKING IN TEAMS
- PROMOTING
- COMMUNICATION

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