



INSTRUCTOR: MS. PRICE

COURSE: MARKETING 1



PROJECT SUMMARY



- Students will work in small groups with limited time to create a public form of advertising (poster, video, tri-fold) to present at the Newcomer Open House in two weeks. Students will have to think about branding and voice as well as promoting in a positive but accurate way. Challenges will include the time restraint as they will have to work in groups efficiently as well as how to condense and provide the best information for the target market.



DRIVING QUESTION

- What promotional message can a current student design that accurately markets VMCCA for incoming students/parents?



SUSTAINED INQUIRY & AUTHENTICITY

- This project will teach students how to turn negative thoughts about a product that they have to market into positive communications while being ethical and truthful.



STUDENT VOICE & CHOICE WITH PUBLIC PRODUCTS

- Presentations will be on display in the cafe during the Newcomer Open House for students and parent to view and watch videos.



TEACHER REFLECTION

- This turned out to be a great learning experience for the students to dive deeper into the history, planning, and vision of VMCCA. Many were not aware of the intended structure of learning or why the school was developed. The incoming students seemed to enjoy the “authentic” view from current students on how they see the school. Clarity was provided regarding college credits and program details.



STUDENT REFLECTIONS

- “Ultimately, I strengthened my collaboration skills with this project because I was given the chance to work with a group of people I had previously never worked with.”
- “This PBL really taught me more about VMCCA, and I now know more than I did before, from specific requirements of project areas to specific scholarships that can help in the future.”
- “This really helped me see/open my eyes to speak to others and to stop being in my own world.”



NOTED SKILLS GAINED

- PUBLIC SPEAKING
- COLLABORATION
- TAKING INITIATIVE
- CRITICAL-THINKING

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