Creative Marketing Project:
When: Wednesday, October 21\textsuperscript{st}-10:30am-1pm

- You are the Director of Marketing & Events for the Huizenga Business School
- The Dean has tasked you with the initiative of developing a program/event to get students interested in the field of marketing excited and provide them with an avenue to put the skills they have learned in the class room into action
- You will develop a marketing plan which will provide details regarding what this event will entail, who your target audience will be, how you plan to market the event to this target audience and what unique marketing strategies/creative approach will you take to make this event a success.
- The marketing project can be done on your own or with a team of 3 members max
- The Day of the event you or your team will present your marketing plan to current marketing and communication employers as well as NSU Marketing Faculty and will be judged based on:
  - Project Concept & Plan
  - Creativity
  - Presentation & Delivery
- After the presentations there will be a networking lunch for students and employers where the winners will be announced
- Remember this is your chance to put your skills into practice and be able to showcase your value in front of employers so have fun and be creative

Project Details

1. Purpose & Summary
   - This is where you provide an overview of your plan and a name for the event
   - It will summarize what the event will entail, your marketing approach, time and date for event and goals you have set to make the event a success
   - It will also provide a short summary of the other sections below
   - Creativity is important and the event is your chance to put your skills into practice plus it’s up to you as to what this hypothetical event will look like

2. Target Audience
   - Describes the audience you are targeting whether students and/or employers or other parties which may contribute to the success of this hypothetical event
   - It will define the demographic profile for your target audience and their precise needs and wants as they relate to the event you are developing
   - You must be able to clearly identify your target audience as it will help you advertise and better “speak the language” of the target audience

3. Unique Selling Proposition
   - This is where you showcase your creativity in reaching the target audience
   - Provide details on you marketing approach
   - This is where you can showcase graphics or visuals you have developed for the hypothetical event
   - This is where you can also explain your marketing approach whether it be Social Media, Digital Media or a combination of those and other strategies
There is no limit to the creativity that you can utilize for this project so remember to think outside the box.

4. **Distribution Plan**
   - The distribution plan details how you plan to reach your target audiences with your marketing strategies.
   - Be creative! It can be anything whether it be a social media initiative to get the event trending or grass-roots movement to create awareness or utilizing digital or print media to drive attendance.

**Presentation Details**

1. **Team Size**
   - 1 to 3 team members max

2. **Presentation Length**
   - 5 to 10 minutes

3. **Graphics & Visuals**
   - Must provide visuals in your power point or Prezi presentation that showcases your marketing approach.

4. **Deadlines**
   - Individual and Team Signups are due by September 14th
   - Marketing Plan Power Point/Prezi Submission due October 12th

**How to Sign Up**

- To sign up for the competition please email hireashark@nova.edu
- Career Shark Sign Up

**Prizes & Awards**

1st Place-
- Gift Certificates
- Professional Gift Bag
- Recognized by Employers

2nd Place-
- TBD

3rd Place-
- TBD