



Team-Based Challenge Template

PROJECT OVERVIEW	
Team-Based Challenge Title	Marketing Plan
Source	Ridgewood High School
Course Title	Marketing
Industry Partner	Rosemont Fashion Mall
Endorsement Area	Business Marketing
Problem to Investigate/Scope	To create advertising that is visual appealing and informative using the most up to date technology in the industry.
Project Outcomes	<ol style="list-style-type: none">1. Students can work productively in marketing teams to accomplish a goal.2. Students can design visually pleasing advertisements.3. Students learn and meet industry standards.

PROJECT OUTLINE

Stage:	Topics/Events:	Timeline:	Deliverables:
Preparation	<ul style="list-style-type: none"> - Set Expectations - Having the supplies needed for the job. 	Week 1	Make sure to have supplies. Photo quality paper and ink. Fieldtrip forms submitted. Determine product you would like to advertise.
Project Plan	The fashion mall would like to advertise their projects. They are having a competition to determine the advertiser they would like to work with.	Weeks 2 - 3	Locate where to do a photo shoot Designate roles to group members (photographer, model, director..) Create a timeline for the photo shoot day
Project Execution	<ul style="list-style-type: none"> - Organization of tasks - Execute tasks - Skill development: Photography skills; Background; Teamwork 	Week 4 (1 day for pictures, 1 week for work)	Digital photos Organize photos as usable and discards Narrow Down Pictures Use Photoshop to enhance pictures Updates to Industry Mentor
Project Finalization	<ul style="list-style-type: none"> - Learn photo shop Picture quality with pixels 	Week 5	Create display of before and after photos (when using photo shop) Turn photos into advertisement (student pick product they want to advertise in the pictures)
Project Presentation	<ul style="list-style-type: none"> - Color coordination Manipulation of photos Visual pleasing advertisement 	Week 6	Deliver advertisement to competition site to be judged (Triton College)

This resource was created by [Education Systems Center at Northern Illinois University](#).

The Illinois Work-Based Learning Innovation Network (I-WIN) is designed to help employers, educators, and students leverage innovative models for scaling high-quality work-based learning opportunities in school districts and community colleges across the State. This network explores ways to create equitable opportunities for students through both in-person and virtual learning. For more information on I-WIN and additional work-based learning resources, visit edsystemsniu.org/i-win/.

To access a resource bank of Team-Based Challenge templates, visit edsystemsniu.org/i-win-resources/.