# Team-Based Challenge Template

| PROJECT OVERVIEW | |
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| **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** | 1. Students can work productively in marketing teams to accomplish a goal.<br>2. Students can design visually pleasing advertisements.<br>3. Students learn and meet industry standards. |

# PROJECT OUTLINE

| Stage: | Topics/Events: | Timeline: | Deliverables: |
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| Preparation | - Set Expectations<br>- Having the supplies needed for the job. | Week 1 | Make sure to have supplies. Photo quality paper and ink.  Fieldtrip forms submitted.<br>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<br>Designate roles to group members (photographer, model, director..)<br>Create a timeline for the photo shoot day |
| Project Execution | - Organization of tasks<br>- Execute tasks<br>- Skill development: Photography skills; Background; Teamwork | Week 4 (1 day for pictures, 1 week for work) | Digital photos<br>Organize photos as usable and discards<br>Narrow Down Pictures<br>Use Photoshop to enhance pictures<br>Updates to Industry Mentor |
| Project Finalization | - Learn photo shop<br>Picture quality with pixels | Week 5 | Create display of before and after photos (when using photo shop)<br>Turn photos into advertisement (student pick product they want to advertise in the pictures) |
| Project Presentation | - Color coordination<br>Manipulation of photos<br>Visual pleasing advertisement | Week 6 | Deliver advertisement to competition site to be judged (Triton College) |