



## Career Marketing Campaign

### Objective:

To explore different career options, understand the education and skills required for those careers, and develop persuasive communication skills through creating and presenting a marketing campaign.

### Overview:

You are the Marketing Director for the career of your choice! Your task is to create a persuasive marketing campaign to convince your classmates and teachers that your chosen career is worth pursuing.

### Format Options

Your campaign can be presented in various formats, such as PowerPoint, poster, brochure, or video. Additionally, you must prepare a live or recorded presentation of your project during our upcoming mini-career fair.

### Duration:

- ⇒ Campaign Creation ~5 Classes.
- ⇒ Career Fair Presentation ~ 2 Classes

### Your Career

Remember to choose a career that genuinely interests you and aligns passion and skills from your My Blueprint surveys. This assignment is not only about convincing others but also about exploring potential career paths that excite and inspire you. Have fun and good luck!

### Components of the Campaign:

#### *Description of the Career:*

Research and provide a complete description of your chosen career, including job responsibilities, daily tasks, and potential career paths.

#### *Skills and Attributes:*

List and describe the essential skills, attributes, and personal qualities required for success in this career. Discuss how these skills can be developed and enhanced through education and training. Hint: these should be based upon your results from the My Blueprint survey.



■ *Education Required:*

Outline the educational qualifications needed for this career. Include information about degrees, certifications, licenses, or specialized training programs required to enter and advance in the field. Provide a brief list of institutions or locations for training in British Columbia

■ *Salary Information:*

Investigate and present the salary range for professionals in this career. Provide data on entry-level salaries, mid-career earnings, and potential for salary growth over time.

■ *Career Opportunities:*

Identify and discuss potential locations or industries where professionals in this career can find employment opportunities. Consider both local and global job markets.

■ *Argument for Viability:*

Craft a convincing argument for why your classmates and teachers should consider this career as a viable option. Highlight the demand for professionals in this field, growth prospects, job satisfaction, and any other relevant factors.

**Project Timeline:**

- ⇒ **Classes 1-2:** Research and gather information about your chosen career, education requirements, salary data, career opportunities, etc...
- ⇒ **Classes 3-4:** Create your marketing campaign using your chosen format (PowerPoint, poster, brochure, or video). Prepare both a print version and an audio version or voiceover for your presentation.
- ⇒ **Classes 5:** Finish and practice your presentation in preparation for career fair.
- ⇒ **Class 6-7:** Present your marketing campaign during the career fair. Be prepared to deliver a live or recorded presentation and answer live questions from your classmates and teachers.

## Career Education 8 & 9 Career Marketing Campaign



### Things to Consider:

- ⇒ Depth of research and understanding of the chosen career.
- ⇒ Clarity and creativity in presenting the marketing campaign.
- ⇒ Persuasiveness of the argument for the pursuing this career.
- ⇒ Effective communication skills during the presentation.
- ⇒ Overall presentation quality, including visual appeal and readiness

### Final Presentation:

During the career fair, each student will have the opportunity to showcase their marketing campaign to their peers and teachers. Be ready to present your project confidently and engage with your audience to highlight the benefits and opportunities associated with your chosen career.

### Assessment Criteria:

#### Competencies Being Assessed

- ⇒ Knowledge Expansion & Decision Making
- ⇒ Community Engagement & Impact
- ⇒ Educational Influence: