



Post-Activity Student Reflection

Congratulations on completing the Career Marketing Campaign project! Take a moment to reflect on your experience and the competencies you developed throughout this assignment.

Knowledge Expansion & Decision Making:

- a) Reflect on the process of researching and gathering information about your chosen career. What new knowledge did you gain about the career field, its education requirements, salary data, and potential career paths?

- b) Describe any decisions you had to make during the project, such as selecting the format for your marketing campaign or choosing which aspects of the career to highlight. How did you approach these decisions, and what factors influenced your choices?

Career Education 8 & 9
Career Marketing Campaign - Reflection



Community Engagement & Impact:

- a) Consider the audience for your marketing campaign - your classmates and teachers. How did you tailor your presentation to engage and persuade this audience? Did you consider their interests, concerns, or preferences when crafting your argument for the viability of the career?

- b) Reflect on the impact of your presentation during the career fair. How did your project contribute to the overall learning experience for your peers? Did your campaign inspire any conversations or discussions about different career paths?

Educational Influence:

- a) Think about the educational influence of this project on your career exploration journey. How did creating a marketing campaign for your chosen career deepen your understanding of the profession and its requirements?

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- b) Discuss any insights you gained about yourself and your career interests through this project. Did your chosen career align with your skills, passions, and preferences as identified in your My Blueprint surveys? How did this project influence your future educational and career decisions?

General Reflection:

- a) Overall, what did you enjoy most about working on the Career Marketing Campaign project? What challenges did you encounter, and how did you overcome them?

- b) How do you feel about presenting your project during the career fair? Did the experience of delivering a live or recorded presentation enhance your communication skills and confidence?
