

MARKETING PLAN: VIRTUAL ROADMAP CHOICE BOARD

Start Here:

Create a digital roadmap connecting the academy program of study with future career pathways.

Read:

- [What if the Future of Work Starts in High School?](#)

Research:

- Potential careers aligned to your career theme
- Identify challenges and opportunities for career options that solve global problems.

Choose:

- One of the five choices to complete the marketing plan

Create an Infographic

Read:

- [Infographics: How Can They Improve Your Presentation?](#)

Research:

- Review online examples of effective infographics.

Do:

- Create an infographic representing career pathways in the career theme.

Choose an application:

- [Google Slides](#)
- [MS PowerPoint](#)

Create an eBook as a value add for the marketing plan.

Read:

- [3 Ways to Use eBooks in Your Content Marketing Strategy](#)

Research:

- Careers aligned with career pathways in the academy theme.

Create:

- Use [Book Creator](#) or other applications to create an eBook.

Create a video connecting students to future career options.

Potential video themes:

- Girls in STEM careers
- Diversity in the workforce
- High-skill, high-wage STEM careers

Watch:

- [This is Where I Started and I Made it!](#)

Do:

- Use a smartphone or computer camera to create a public service announcement (PSA) video.

¿Hablas español?

Increase outreach:

- Appeal to a broader audience by offering marketing materials in languages representative of the local community

Identify:

- Predominant second language in the local community

Do:

- Use any publishing application to create a printable flyer in English and one other language.

What Makes Your Career Academy Unique?



Virtual Roadmap Choice Board

Wildcard Challenge!

Create:

- Roadmap game using an application like [Sploder](#) or [GDevelop](#) to infuse the fun factor into your marketing presentation.

Reminder:

- The game must enhance the marketing message, not side-track the attention of the target audience.

Do:

- **Challenge:** Wow the audience with creativity and use of technology