

# Marketing Plan: Virtual Station Rotation (Week 1)

Stations	Instructions			
<b>Teacher-Led Station</b>	Instruct students to attend the virtual-conferencing session assigned to your group.			
	Group	Names	Day / Time	Video Conferencing Link
	<b>1</b>			
	<b>2</b>			
	<b>3</b>			
<p><b>Objective:</b> To frame the project outline for students to develop a marketing plan for their academy.</p> <p>Required materials for Teacher-Led Station:</p> <ul style="list-style-type: none"> <li>• Teacher Resource: Marketing Plan Components PowerPoint Presentation</li> <li>• Student Resource: Marketing Plan MAP Organizer</li> </ul>				
<b>Online Station</b>	<p><b>Objective:</b> To conduct research and collect virtual artifacts for the marketing plan.</p> <p><b>Directions:</b> Students work through the Marketing Plan Choice Board.</p>			
<b>Offline Station</b>	<p><b>Objective:</b> To complete the Marketing Plan MAP Organizer and begin creating a storyboard for the marketing plan.</p> <p><b>Directions:</b> Students work through the MAP organizer sections to imaging the marketing plan.</p> <p>Post documentation of your work to... (teacher-directed)</p>			