CLASS ADVERTISING CAMPAIGN

You are to design an advertising campaign that you will implement on campus encouraging other students to take the Small Group Communication class in future semesters. Your tribe should discuss the positive aspects of this class and why it will be a benefit for others to take this class. The primary focus of your campaign should be on the educational benefits of the class and how the skills learned will help students become more employable and better equipped for the work place. Your secondary focus should be on the social benefits of the class. Your message should be as professional and inviting as possible. You should not use the instructor (or any instructor's) name in your message. You should obey all laws and policies of BC during this assignment. You should also be respectful to others (professors, students, staff, etc.) while engaged in this assignment.

You will need to come up with a way to get your message out. Keep in mind that although this is not an advertising class, messages sent by a group to others reflect the group and it's cohesiveness, professionalism, and effectiveness. Determine who your target audience is, and appeal to them by being aware of the message(s) you are sending. You should be creative in the presentation of your message. Keep in mind that your goal is to convince other students that this class is one that will benefit them in the future, and that it is an enjoyable experience.

Paper
You should write a detailed paper explaining your advertising campaign and your rationale behind the methods and materials (if you choose to use materials) used. Your paper should be edited for voice, grammar, spelling, etc. The paper should be written at the college level and be between 500 and 750 words.

The tribe that successfully enlists the most students to enroll in one of next semester Small Group Communication classes will be greatly rewarded.