Class Template

# Questions to uncover

1. How many classes are we teaching? (4 two-hour classes)
   1. If one class, condense everything into one presentation
   2. If multiple classes, create different presentations covering each topic exhaustively.
2. When do we start teaching? (week of February 14th?)
3. Possible materials? (Garfield HS supplies laptops)
4. Any other questions I possibly missed?
   1. We’ll all be in the class, topic regardless - the Pro teaches, the Accomplice chills.
5. Extra day: Vision-boarding

# I. Introduction

* Definition of Marketing
* Marketing examples
* Importance of Marketing Today

# II. The Marketing Process - *bias the content towards Web Development & Marketing their Services*

* Identifying the target market
* Conducting market research
* Developing a marketing plan
* Implementing a marketing plan
* Evaluating marketing effectiveness

III. Key Marketing Principles

* Customer Focus
* Value Proposition
* Segmentation
* Positioning
* Marketing Mix
* Branding
* Marketing Communication
* Data-Driven Decision Making

IV. Class Activity - *spend most of the time here, and make it challenging but rewarding to them.*

* Think of the materials we’ll need beforehand.
  + Printing Paper
  + Manilla paper
    - Have a format for what you want their thingy to look like.
  + Pens & markers
  + Laptops (necessary? They could have their own if they’re building websites.)
  + Notebooks
* Assign a small group of students (number-dependent)
  + Goal: Develop a marketing plan for a new imaginary product that you’re making the website for. Take some AVELA resources (e.g., paper @ CSE 007…anything that can help them actively brainstorm & interact with each other.)
* Build-up Tasks:
  + Research the target market - their clients in need of their services.
  + Create a **unique value proposition** - a brief statement describing the benefits and value of a company's products or services
  + Develop a marketing plan. Include the following:
    - Product
    - Price
    - Promotion
* Present their marketing plans to the class, trying to convince their classmates to buy the product.
* **BONUS:** The classmates (AKA, the target market) select the product to “buy” and choose the winning team via a secret ballot. (Google Forms?) Cap the rewards - $10 amazon gift cards.
* **Reflection:** Ask students what they learned from that activity and reflect on the key marketing principles.

V. Conclusion

A. Recap of key UX design principles

B. Importance of UX design in the real world

C. Next steps for students interested in UX design