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**DEPARTMENT** : INDUSTRIAL BIOTECHNOLOGY  
**COLLEGE** : GOVERNMENT COLLEGE OF TECHNOLOGY  
**NAAN MUDHALVAN COURSE:** DIGITAL MARKETING  
**NAAN MUDHALVAN ID** : A838596ABC43A6780F34FC2A8E320D74

## **ASSIGNMENT ON DIGITAL MARKETING**

1. Create a blog or website using blogspot and wordpress.  
Customize the theme design and post new article with 500 words.

Blogspot:

<https://sakthiikrish.blogspot.com/?m=1>

Wordpress:

<https://industrialbiotechnology2.wordpress.com/2023/10/30/the-jordan/>

### **THE JORDAN**

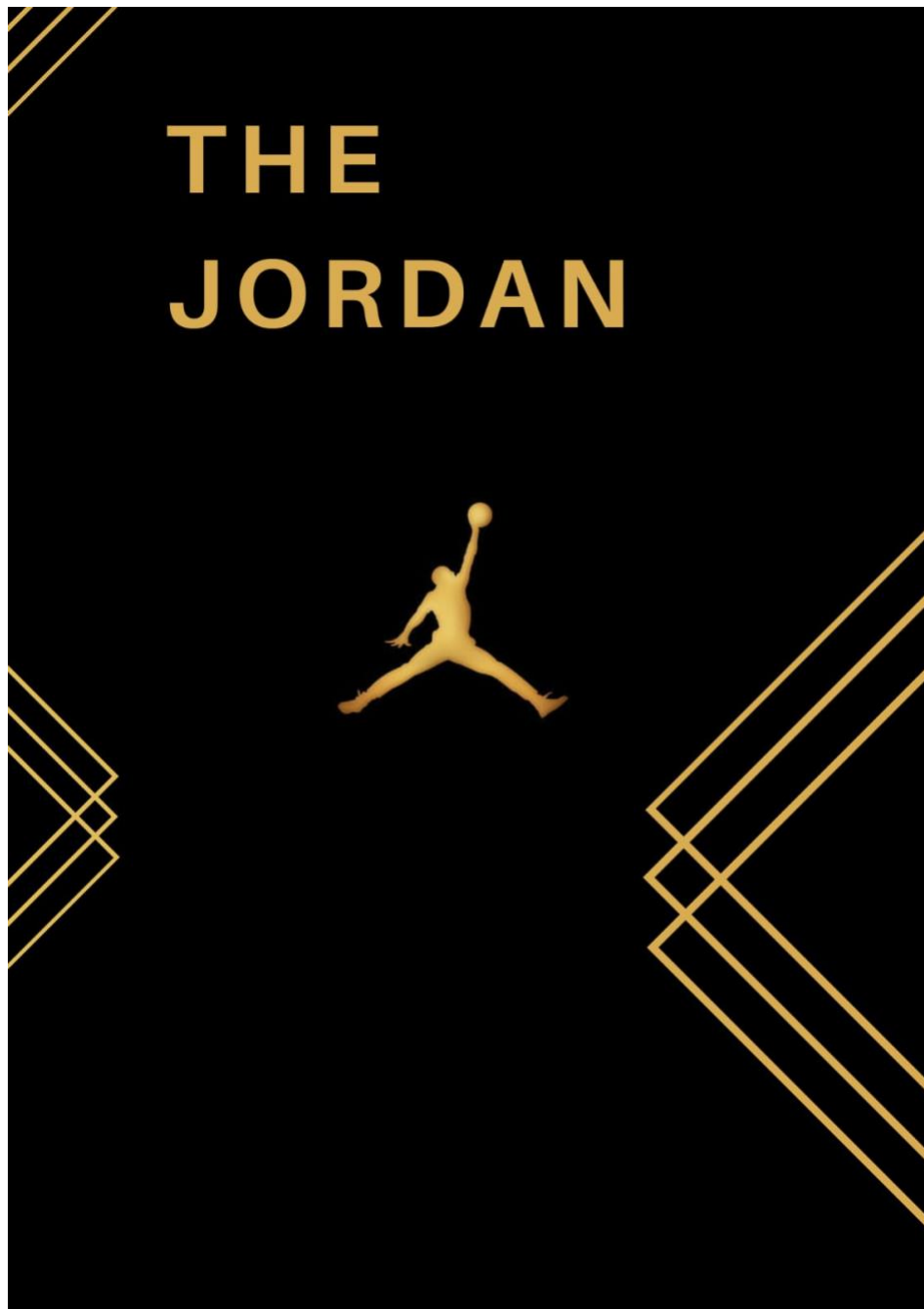
October 30, 2023

Jordan sneakers, often referred to as Air Jordans, are a globally recognized and iconic brand of athletic footwear. Named after the legendary basketball player Michael Jordan, they have transcended their original purpose as sports shoes to become a cultural phenomenon. In this article, we will explore the history, design, and cultural significance of Jordan sneakers.

2. Create a new facebook business page and post one social media poster for your brand.

<https://www.facebook.com/profile.php?id=61553048456436&mibextid=ZbWKwL>

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3. Create and design a social media advertisement poster using canva.



## 4. Create email newsletter design using Mailchimp or canva tool.

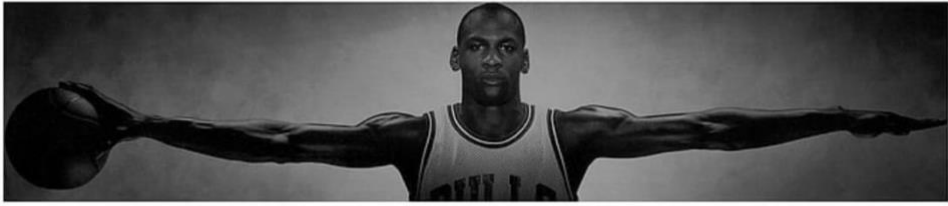
2 OCTOBER 2023

JORDAN

EDITION #7

2ND OCTOBER 2023 | WEBSITE NIKE.COM/JORDAN | +223-478-3768

M I C H A E L




J O R D A N

**Air Jordan** is a line of basketball shoes produced by Nike, Inc. Related apparel and accessories are marketed under **Jordan Brand**.

The first Air Jordan shoe was produced for basketball player Michael Jordan during his time with the Chicago Bulls in late 1984 and released to the public on April 1, 1985. The shoes were designed for Nike by Peter Moore, Tinker Hatfield, and Bruce Kilgore.

The Jordan Logo, known as the "Jumpman", originated from a photograph by Jacobus Rentmeester, taken before Jordan played for Team USA in the 1984 Summer Olympics




### History

As Michael Jordan entered his rookie year in 1984, he was approached to sign a shoe deal with Adidas, Converse, and Nike. In their meeting with Jordan, Nike centered its presentation around a highlight video of Jordan's various slam dunks, scored to "Jump (For My Love)" by the Pointer Sisters. Nike showcased the first design of the shoe, but Jordan criticized its colorway. While other companies saw Jordan as a figure for promoting preexisting shoe lines, Nike took Jordan's criticism into account to make him "a stand alone star and give him a signature shoe line."

### COLLABORATION

*Air Jordan has collaborated with many brands and artists, including celebrities Drake, Billie Eilish, J Balvin, DJ Khaled, Eminem, Nicki Minaj, and Mark Wahlberg. After a collaboration with Nike on its Air Force One in 2017, rapper Travis Scott partnered with Jordan Brand to design "Cactus Jack" iterations of the Air Jordan 1, Air Jordan 4 and Air Jordan 6. Air Jordan has worked with streetwear brands, fashion houses, and soccer clubs. Collaborations include Virgil Abloh and his brand Off-White, Supreme, Commes de Garçons, Kaws, Dior, and Paris Saint-Germain.*



### MANUFACTURING

Nike owns none of the factories where Air Jordans are produced and contracts the work to various factory owners. Company officials say that they only design and market the shoes. However, Nike dictates production terms and standards to the contractor, often without questioning labor or safety practices. In April 1997, 10,000 Indonesian workers went on strike over wage violations at an Air Jordan factory. The same month in Vietnam 1,300 workers went on strike demanding a 1-cent-per-hour raise, and a year later in 1998, 3,000 workers in China went on strike to protest hazardous working conditions and low wages.

[www.AirJordan.com](http://www.AirJordan.com)

FOR THE DEFUNCT AIRLINE, SEE AIR JORDAN (AIRLINE).

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