



# CONTENT

## INTRODUCTION

This is a camp to help students the career they want to do in the future. A professional career direct lector will have a speech to talk to them and let them think about what they want, what's your value is. Through the real monopoly game to experience of the workplace, a place where they will face in the future. We need to let them understand the different departments of the company, so that students can find out where they are good at their position in a company. Through this camp, we will also let the students to enhance the sense of teamwork. We will let them to write a business proposal, let them to experience the importance of teamwork.

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# MARKETING RESEARCH

- INTRODUCTION OF THE MARKRTING RESEARCH
- PROBLEMS OF THE MILLENNIALS
- FROM THE PERSPECTIVE OF MASLOW'S HIERARCHY OF NEEDS, THE CAUSES OF VALUE DEVIATIONS



## INTRODUCTION OF THE MARKETING RESEARCH

As a millennial, I see that many students around me are overwhelmed and confused when they are faced with choosing a major in university, and they don't know what they want to learn. A lot of people are to make money and to choose to learn what majors, but to the university and the time when you go out to find a job, you realized that they do not like it, they are not suitable for learning this major. In this moment, they start to have no direction for the future, to deny themselves, to feel strange to themselves, and to lose hope for the future. I used to be like this, just because I did career direct, I found what is the best for me, and I found my values. Lots of students who born in millennials are not aware of themselves and don't know what their values are, so they feel confused and don't want to take classes or often to change their jobs in the future.

# PROBLEMS OF THE MILLENNIALS

**01** THERE ARE SO MANY FACTORS TO AFFECTS THE MILLENNIALS CHOOSING UNIVERSITY MAJOR



## Very Good Living Condition

- Always Let The Parents To Choose What They Want For Us
- Don't Have Purpose
- Lack of Emotional Controls
- Easy To Fall In A Wrong Decision



## Absence From Childhood

- Technology
- No Sense of Time



## Differences in Pursuit

- Better Living Conditions
- Want To Be Rich
- Luxury

## 02 VALUES



Values are the cognition, understanding, judgment or choice based on certain thinking senses of people, which is a kind of thinking or orientation for people to identify things and decided right and wrong. The values of people at different times always have different characteristics.

Accept multiculturalism and lack of value judgment. The millennials are in the "mobile Internet generation" and the "quadratic element generation". They are active and receptive.



Focus on self-worth and ignore social values. In the pursuit of diversified values, the millennials also appear more rational and pragmatic. Compared with the value orientation of the 90s, they attach more importance to self-worth and want to pursue individual happiness. According to the survey data on the development of Chinese children, 59.4% and 46.9% of the millennials believe that happiness mainly comes from having a warm home and close friends, while the value orientation of "making contributions to society" has decreased by 14.1% points compared with the 90s.

The pursuit of realism, the lack of ideal feelings. In the environment of the market economy, millennials have a strong sense of competition. Under the influence of the idea of survival of the fittest, they fully realized the importance of family resources. In order to develop their own field, they could not only make good use of family resources but also actively obtain resources from outside. According to the portrait report of the millennials, the study motivation of the millennials is more pragmatic. In the survey, 67.8% and 60.4% of millennials believe that learning is to "get a better job" and "improve themselves," while only 24.1% of millennials say that learning is to "serve the motherland."

# FROM THE PERSPECTIVE OF MASLOW'S HIERARCHY OF NEEDS, THE CAUSES OF VALUE DEVIATIONS



SELF  
ACTUALIZATION

ESTEEM

LOVE / BELONGING

SAFETY

PHYSIOLOGICAL

## FROM THE PERSPECTIVE OF MASLOW'S HIERARCHY OF NEEDS, THE CAUSES OF VALUE DEVIATIONS



Millennial's physiological needs are not being met. The material conditions enjoyed by the millennials are superior. But this does not mean they are fully satisfied. There are two reasons. First, China's social development is uneven. Some got rich first, but others are still not out of poverty. Second, the cost of living is getting larger.

The insecurity of the millennials mainly comes from two points: first, the insecurity from the family. The divorce rate, which has been rising for 16 years, also shows that those born in the 00s from single-parent families are much higher than those born in the 90s and 80s. Secondly, the pressure from employment and education. According to the portrait report, 53.4% of the 00s want to reduce the pressure of going to college. For many 00s college students, a college degree is not their final requirement. According to statistics, 61.5% of the 00s expect to have a bachelor's degree or above.

The social satisfaction of the millennials is low. First of all, the social networking sites of the millennials are mainly on the Internet. Although much online communication is extensions of real life, online social networking cannot replace real interpersonal communication. So, a lot of millennials have many net friends, but the bosom friend is very less.

The millennials get their respect needs too early. From the external environment, the education environment is more democratic. No matter the school or family education concept has changed a lot, they are more respect the idea of educating themselves.



# PRIMARY RESEARCH

- INTRODUCTION OF PRIMARY RESEARCH METHOD
- QUESTIONNAIRE
- INTERVIEWS
- CONCLUSION OF THE RESEARCH

# INTRODUCTION OF PRIMARY RESEARCH METHOD



Target Audience:  
Millennials High school  
Student

Quantitative Research:  
Online Questionnaire

Qualitative Research:  
Interview

# QUESTIONNAIRE

- Does your school have a department that helps students choose their university major?



- Yes 65.38%
- No 34.62%

- IF YES, do you think it is useful?



- Yes 52.94%
- No 47.06%

- IF NO, do you need this kind of help?



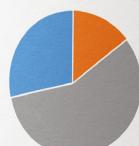
- Yes 66.67%
- No 33.33%

- Have you ever thought about your university major?



- Yes 73.08%
- No 26.92%

- IF NO, why?



- Never thought about going to university 0%
- The Grades 14.29%
- Don't know what I want to study in university 57.14%
- My parents will decide for me 0%
- Others 28.57%

- When you are choosing a university, who will you ask for advice?



- Parents 15.38%
- Myself 23.08%
- Friends 26.92%
- Professional Career Direct Consultant 11.54%
- Teacher 23.08%



# QUESTIONNAIRE

- Your ideal career type ( Can choose more than one)



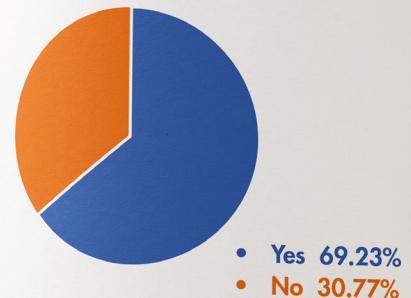
- Do you know yourself?



- Have you ever been lost when you planning your college major?



- If there is a camp that can help you to find yourself and experience career life by playing a real monopoly games, will you join the camp?



## CONCLUSION

70% of the students they are interested and they want to join the camp.

In this questionnaire, we can see that most of the student are interested in this camp. There are 85% of student have been lost when they planning their college major. Furthermore, 67% of student they need school to have this kind of course or department to help them to find what they want to do in the future.

# INTERVIEW

In the interview, I interviewed two people. One is a millennials children mothers and the other is a professional career direct consultant.



Career Direct  
Consultant



Millennials Children  
Mother

- What are the characteristics of millennials?



Their personality is obvious, they are very independent and have my own ideas.



They want to be respected. They have their own opinions, and have their own personalities.



- What is the challenge of millennials to choosing a university major?



Because they have personalities, in the process of growth, in the process of choosing choice, and the good living conditions, they will ignore some of the cognition of the major.



They ignore other factors, because they have their own ideas, they will want to do what they want to do.

- Why millennials high school students have so much pressure? Why so much students have depression?



Parents do not recognize the uniqueness of their children. Parents used their own way to educate their children, so that children have no personality and the children are not released and respected and guided correctly.



Generation gap with parents and they have communication problem with us as well.

# INTERVIEW

- Any advice for millennials



Learn to listen and think differently



Lower your opinion and try listen to others

- Do you think this kind of camp can help the students?



Yes



Yes



# CONCLUSION OF THE RESEARCH

In conclusion, the data shows that most of the student have problem when they facing to choose their major when they go to university. The most of the millennials student felt lost when they choosing university major. In this research, we found that student, parents and professional career direct consulatant they want this kind of camp to help children to find their, to find what they really want to do and experience the career life to try to figure it out what kind of job and value they want in the future.



# 03

## CAMP INTRO



- CAMP INTRODUCTION
- CAMP SCHEDULE

# CAMP INTRODUCTION

## TRY

Through the camp of three days and two nights, let the students experience the career life.



## THINK

Through the first day of the lecture, the students find their own uniqueness and their value. Let them think about what they really want to be in the future.



## KNOW

Through the camp, students experience the career in the camp. They learn how to teamwork with each other, and find their own value in the team, and make students think about what they want to do in the future.

# CAMP SCHEDULE

## DAY 1

It's going to be a lecture, a career direct consultant will talk about Personality, Interest, Uniqueness and values to let the student think about what they want to be in the future, what they like, and what major they want to choose in the university.



## DAY 2~3

After the first day, student will explore themselves, to experience the career life. Student will think which position they want to be in the future. We will separate student to different company. Each company include 10 students, which include 10 different occupation, Boss, General manager, Accountant, Cashier, Sales Manager, Marketing Manager, Secretary, Clerk, Creative director and Buyer. During the camp we will have some NPC (Non-Players Characters) to help student have more real experience of the workplace. Which include Investor, Bank, Tax Bureau, Buyer, Landlord, Market, Government and Client. Student will make proposal to attract client to buy their product to earn money for their company. If a company when they have only negative equity, they can declare bankruptcy, or some other options that will face in real life. On the last day of the camp, we will calculate the revenue of all the companies, and the company with the highest revenue will be the champion.





# 04

## LOGO DESIGN

- DESIGN CONCEPT
- DESIGN PROCESS

# DESIGN CONCEPT



This is a camp that helps young generation to find themselves, find their values, and experience the career life. Around that, I want the logo shows value, direction and business this three element. So, I was thinking to use path, light bulb and gear to present it.

# DESIGN PROCESS

First Design (Sketch 1)

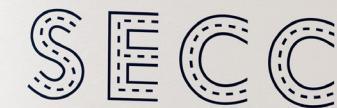


SIMULATED ENTERPRISE  
CONSTRUCTION CAMP

Second Design (Sketch 2)



Final Design



This logo is a combination of a light bulb and a question mark. I want to use this present that when you come to our camp, those questions mark you have about yourself can turn into a light bulb, into a value. Then I made a road font to express our life and career is a very long path, so we need to choose the career to do in the future. I choose this for my final design it is because this logo is more simple than the first design, and most of the element I want is in the logo.

05

## FINAL OUTCOME

- FINAL OUTCOME
- PROMOTION POSTER



## FINAL OUTCOME



## FINAL OUTCOME



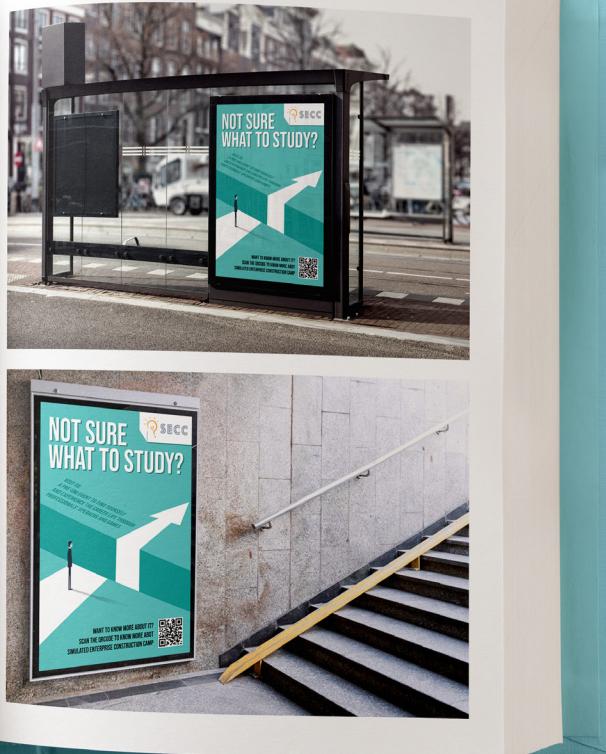
# POSTER

## NOT SURE WHAT TO STUDY?

VISIT US:  
A PRE-UNI EVENT TO FIND YOURSELF  
AND EXPERIENCE THE CAREER LIFE THROUGH  
PROFESSIONALS' SPEAKERS AND GAMES



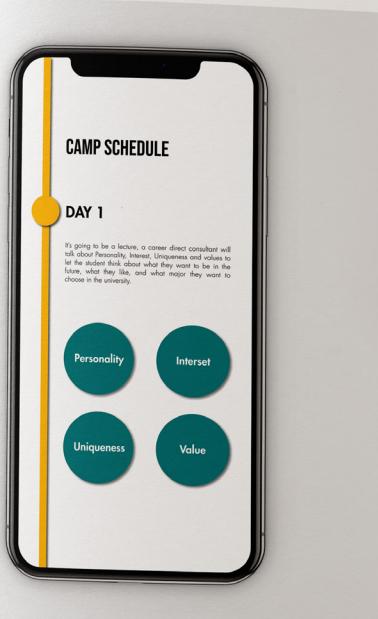
WANT TO KNOW MORE ABOUT IT?  
SCAN THE QR CODE TO KNOW MORE ABOUT  
SIMULATED ENTERPRISE CONSTRUCTION CAMP



# HTML 5



# HTML 5



# HTML 5

## CAMP SCHEDULE

### DAY 2-3

After the first day, student will explore themselves, to experience the career life. Student will think which position they want to be in the future. We will make students work in groups. Each group will consist 10 students, which include 10 different occupation. Boss, Owner, Manager, Salesman, Marketing Manager, Design, Marketing Manager, Secretary, Clerk, Creative director and Buyer. During the camp we will have some NPC (Non Player Character) who will give some real experience of the workplace. Which include Investor, Bank, Tax, Lawyer, Doctor, Nurse, Accountant, Customer and more. Student will make proposal to certain client to buy their product to earn money for their company. If a company has the highest revenue, then that company can declare bankruptcy, or some other options that will focus in real life. On the last day of the camp, we will calculate the revenue of each company, and the company with the highest revenue will be the champion.



## APPLICATION FOR APPOINTMENT

NAME

AGE

PHONE

EMAIL

SUMIT

