

Instructional Scenario

Marketing a “Cause” Event



Course/Duty Area: Business Management/Conducting Marketing Activities

Scenario:

You have been tasked with planning an event to raise funds and awareness to a cause that is meaningful to you.

Big Question:

How can you use marketing skills to create a memorable event that raises funds and awareness for your cause?

Focused Questions:

- What will be the most effective way to promote your event?
- How will the event increase awareness of the cause?
- How will you identify your target market?
- How can you ensure that your event will be attended well?
- How will you ask for monetary donations?
- Who in the community might you collaborate with on the event to ensure its success?
- What tools could you use to collect feedback?

Project-Based Assessment:

Create a slideshow that outlines the plan for your cause event that addresses the focused questions above. Explain what tools can be used to collect feedback on the event as well as to evaluate its effectiveness.

Teacher Resources:

- [Planning a school event? Here's how to market it](#), Insights by Digistorm
- [Marketing to High School Students: 4 Strategies that Make an Impact](#), Refuel Agency

Scenario submitted by Regina B. Williams, Brunswick High School, Brunswick County Public Schools