

CMM/MKT 472 Student Agency is a course in which students, working as a team, act as a full-service communications agency and prepare a comprehensive campaign for a real-world client, including research, planning and materials production, using all KSAs (Knowledge/Skills/Abilities) expected of an entry-level professional.

For the Spring 2020 semester, seventeen students worked with Restore Mobile and its Executive Director, Sydney Betbeze, to develop a comprehensive marketing communications plan. The students experienced real-world engagement with the client, visited the area served by the non-profit, conducted research to identify client challenges and ultimately produced a body of work for the client to use in subsequent campaigns.



For more information about Restore Mobile, I encourage you to visit the site that the students developed - <https://swellborn.wixsite.com/restoremobilestudent>. Unfortunately, the non-profit has not yet implemented the site that the students developed, but are using a temporary site - <https://www.restoremobile.org/>.

Students were instructed on the most effective way to develop marketing and communications plans and advertising/public relations materials (including graphic design & video/audio production). The course teaches leadership skills, team building and teamwork, dealing with group dynamics, and time management.

Marketing/communications research, strategic planning, strategic message design and concept development, copywriting and graphic art/videography direction, public relations, and promotions planning, Internet and social media planning, media rationale and strategy, budgeting, and presentation skills will be developed and used in a real-world situation in which the students will act as a full-service advertising and public relations agency for a non-profit organization.

As a practical, hands-on, real-world class, the students were offered job descriptions to select (<https://www.dropbox.com/scl/fi/cfp8ilac3n8dhyjqm03r9/CMM.MKT-472-Job-Descriptions.docx?dl=0&rlkey=jf4co4exg8i0cjw8nzcti2gvl>) and then placed into roles for the duration on the class (<https://www.dropbox.com/s/fmkr85w6k5airs4/SP20%20Student%20Agency%20Team%20Role.s.pdf?dl=0>).

The student team developed a team name, logo and identity – 17 ink.

After researching the client, Restore Mobile, through primary and secondary research techniques, the students developed a comprehensive integrated communications strategy for the client. Here is a link to the full report:

<https://www.dropbox.com/s/2tn1nd40cncyg65/Integrated%20Marketing%20Communication%20Campaign-%20Ink%2017%20for%20Restore%20Mobile.pdf?dl=0>

With the added pressures of the transition to online learning, the students persevered and easily transitioned to produce their final client presentation online. Below is a screen shot from their Zoom presentation and a link to review their full client presentation is below:

Here is a link to the students' final presentation:

https://docs.google.com/presentation/d/1DIFQcYIbv3mM_WqHrNdROxM292fVqp4hmEotJaH_uuU/edit?usp=sharing

Here is a link to the Zoom presentation:

<https://drive.google.com/file/d/1c98hfCD4IzZ8t8vljDF8NTKQK-OKobHo/view>

Here is a link to the final assets that the students delivered to the client:

https://drive.google.com/drive/u/1/folders/1Hwtv_5TDIwSVDOqIFhUkXUtLjq-ddPDr

Finally, the client was so impressed with the work of our students. This is what Sydney Betbeze, Executive Director, Restore Mobile, had to say:

First, I found the class, overall, was engaged and insightful, especially the 2nd time that I visited. Such good questions. And then, in the presentation the other day, I could see how they had taken the information I gave them and used it in such good ways.

The presentation itself was great! That in and of itself was such a professional job!

I would never have hoped for so many wonderful things to come out of this class. The value that is added to our organization is truly unbelievable -- and I hope that you share (the good comments) with your class! On behalf of all of us at Restore Mobile, thank you so much for the hard work this semester.

Sydney



