

Marketing Explorations, Tri 2, Hansen

https://docs.google.com/document/d/1_Wa3va_P2KN4jUdUL8eh5Asx37pF_TCISr319TFisq/edit?usp=sharing

<https://tinyurl.com/Marketing-Explorations> or

<http://hansensclasses.com>

TURN IT IN FOLDER

WA State Marketing

Standards

This is a [Dual Enrollment course](#) affiliated with Bellevue College. Students who earn a B or better receive credit for Marketing Exploration BC Marketing, Intro to MKTG 101

Tools we use in this class, regularly: [Canva](#), [PowerPoint](#), [Photoshop](#), [Seattle Times](#),

Answer [First Day Survey](#)

SIGNUP FOR [REMIND](#) → Class Code: **@lhsmktng**

Sign In to Adobe Photoshop

- SIGNOUT of g.rentonschools.us
- SignIN as **umi.ali000@rentonstudent.us**

BROCHURE FRONT COVER

First and Last Name

Sketch of something you enjoy participating in

Logo of your name or initials

Today's Bell Schedule

HR til 8:55

1st 9:00-9:50

2nd 9:55-10:45

3rd 10:50-11:40

LUNCH 11:40-12:10

4th 12:15-1:05

5th 1:10-2:03

Daily Bell Schedule

Mon & Tues 12/4-5/23

Groups of 2-3 → Market a new Animal Exhibit using [Canva](#)

GOAL: Identify specific wording & effective imagery needed in an effective advertising campaign

- ☐ Include info about the zoo → location, hours of operation, where to go for more info
- ☐ Select **Contrast Colors** → what is the opposite color on the color wheel?
- ☐ Where do they live? How are they unique? Why will people come to check out this particular animal? What's the selling point? What other important information would people want to come see about this animal?
- ☐

Weds, 12/6/23

Create a [Linked In](#) **Online Resume** and add the following info:

- Select 16 or older STUDENT
- NETWORK
 - Connect to "gina hanse"
 - Connect to **TWO classmates**
- EDUCATION →
 - **Education:** Lindbergh High School
 - **Degree:** Diploma
 - **Activities:** Marketing
- JOB
 - Add ONE Job you've had
 - **Industry:** Business

Thurs, 12/7/23

- Show **My Network** on LI to Instructor for Points
- Complete CANVA animal event marketing.
- Connect to [Turn It In Folder](#) (upload canva advertisements; rename with both partner names)
- Update grades

Fri, 12/8/23

- Whats your fave team or fave song right now?
- What are your marketable skills?
- Present Canva Advertisements

23andMe hack of 6.9M users included some health data

By KRISTEN V. BROWN
Bloomberg

Data for some 6.9 million 23andMe customers was compromised after an anonymous hacker accessed user profiles and posted them for sale on the internet earlier this year, the company said.

The compromised data included users' ancestry information and, for some users, health-related information based on their genetic profiles, the company said in an email.

Privacy advocates have long warned that sharing DNA with testing companies like 23andMe and Ancestry makes consumers vulnerable to the exposure of sensitive genetic information that can reveal health risks of individuals and those who are related to them.

In the case of the 23andMe breach, the hacker only directly accessed about 14,000 of 23andMe's 14 million customers, or 0.1%.

But on 23andMe, many users choose to share information with people they're genetically related to — which can include distant cousins they have never met, in addition to direct family members — in order to learn more about their genetics and build out their family trees. So through those 14,000 accounts, the hacker was able to access information about millions more. Health data was accessed for a much smaller subset of customers.

Users can choose whether

See > **HACK, A13**

< Hack

FROM A11

to share different kinds of data, including name, location, ancestry and health information such as genetic predisposition to conditions such as asthma, anxiety, high blood pressure and macular degeneration.

The exposure of such information could have concerning ramifications. In the U.S., health information is typically protected by what's known as the Health Insurance Portability and Accountability Act, or HIPAA. But such protections only apply to health care providers.

The 2008 Genetic Information Nondiscrimination Act protects against discrimination in employment and health insurance should information from a DNA test make it out into the wild. This aims to protect individuals from being denied jobs or insurance coverage if, for example, a DNA test reveals they are at risk of eventually developing a debilitating condition.

But the law has loopholes; both life in-

surers and disability insurers, for example, are free to deny people policies based on their genetic information.

There have been other high-profile hacks of DNA testing companies. But 23andMe is the first breach of a major company in which the exposure of health information was publicly disclosed. The Federal Trade Commission recently ordered a smaller firm, Vitagene, to strengthen protections after health information was exposed.

The hacker appeared to use what's known as credential stuffing to access customer accounts, logging into individual 23andMe accounts by using passwords that had been recycled and used for other websites that were previously hacked. The company said there was no evidence of a breach within its own systems.

Since the hack, the company announced that it will require two-factor authentication in order to protect against credential-stuffing attacks on the site. It has said it expects to incur \$1 million to \$2 million in costs related to the breach.

Mon, 12/11/23

- Select your favorite **Entertainer**. Draw Product from hat: *Valvoline Motor Oil, Coke, Nike Shoes, Wheaties Cereal, McDonald's Happy Meal, Whey Protein Powder, or Ramen Noodles*

Create advertising campaign to Advertise a Product.

- **Using PhotoShop**, create an advertisement using your entertainment rep. Signin as umi.ali000@rentonstudent.us
 - a. Download a highly-detailed version of your product you drew AND your entertainer
 - b. Create a New File.
 - 8.5 inch WIDTH
 - 11 inch HEIGHT
 - c. Click **+** to **add two layers**. Drag these two layers above the locked white Background layer
 - d. Paste each item onto a different layer in Photoshop by **File > Open**.
 - e. Then **Ctrl + A (select all) + Ctrl + C (copy)**
 - f. Switch to your main document. **Click Ctrl + V (paste)** onto Layer 2
 - g. Click **Ctrl + T (transform)** to stretch the image larger or smaller
 - h. Do the same for your other image.
 - i. Then, carefully erase the background using **"delete background"** OR the **eraser" tool** or the **magic wand tool** (tho you may need to change the tolerance)
 - j. We will use the **healing brush** to smooth it out

- k. Save as to **Documents > “Entertainer Product”** on your computer
- l. If you need to go back, click **Window > History** and you can go back to a previous time you clicked something
- **What are the 4 P’s of Marketing?** All these elements need to be visible on your poster
 - a. **Product**
 - b. **Price**
 - c. **Place**
 - d. **Promotion**

Thur, 12/14/23 → Introduce yourself to your classmates by creating a Microsoft PowerPoint slide with the following information:

- **Photo of you**
- **Name**
- **Grade:**
- **Language I prefer to use while thinking:**
- **Activities You Will be Involved in at Lindbergh:**
- **Where do I like to be when I’m not at school:**
- **WHY am I in Marketing Class?:**

Fri, 12/15 **3rd Period ONLY** Survey →

https://www.surveymonkey.com/r/College_Career_Climate_Survey_2023_Lindbergh_High_School

Mon, 12/18/23 →

QOTD: What is one activity you are looking forward to at break

Present About Me & EntertainerProduct Poster. VOTE

Which product would YOU purchase next? What kind of targeted advertising is done to personalize the product to you?

Tues, 12/19/23 →

1) In a Google Doc, write ONE PARAGRAPH explaining what makes you a good worker or employee. Give an ex

2) View the YT Short Film [How Brands Use Design & Marketing to Control Your Mind](#) →

Questions

3) WHAT IS A PRODUCT YOU HAVE PURCHASED? Find an advertisement that shows manipulative advertising was used to advertise your product. Screenshot your advertisement. And upload it to the 12/19 folder for tomorrow

TO SCREENSHOT

- Shift + Windows Button + S

- OR Use “Snip” tool to screenshot >
New > drag over the object > Save as

Weds-Thurs, 12/20-21/23 →

Drop your Peer Advertiser ad in “1219 Peer Social Manipulation - 2 files BEFORE & AFTER w/ same name” folder

Then, create a similar ad replacing your peer manipulator with someone who is the OPPOSITE of who you would find

T/F Quiz & grade

Photoshop Tools used by your classmates for this assignment

- Transform
- Eyedropper & paintbucket
- Feather or healing brush
-

Complete missing work, finish presentations

Mon, 1/8/24 → **Setting up automated slideshow arguments**

From the start menu, create a 3-slide show in Microsoft PowerPoint

Click VIEW > *OUTLINE VIEW*

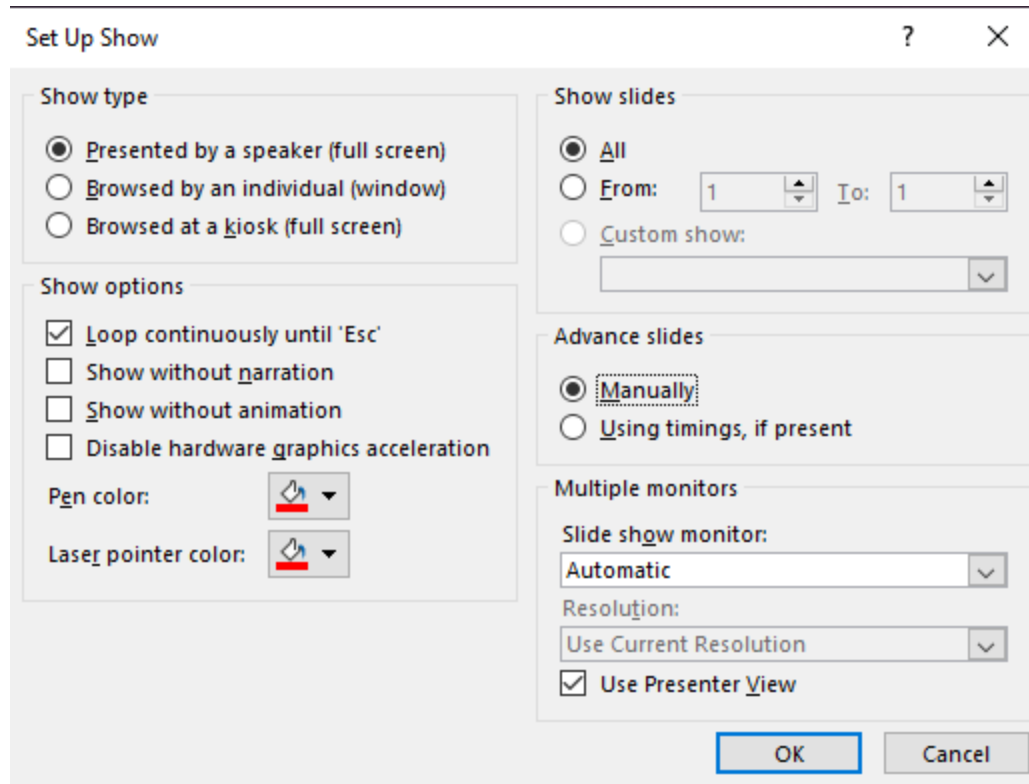
1. On the left side of your screen, click to the left of the 1[] and type **Title**
2. Then , click ENTER and type **Arguments For**
3. Then , click ENTER and type **Arguments Against**
4. Next, go back behind the Title text and click ENTER, then TAB
5. Also, go back to the Arguments For and Arguments Against sections and tab to indent and list three arguments for each

Click DESIGN > *select a color scheme* you like

Click SLIDESHOW > **Setup Show**

Select **Loop Continuously**

Also select Advance Slides **Manually**



CHECK YOUR WORK: Finally, test your slides in Presenter mode at bottom right. Does your slideshow advance according to when you click the mouse? Do you have all three sections? Did you LIST and not write complete sentences? Did you cite at the bottom of the slide where you got your information from?

Tues, 1/9/24 → Using PowerPoint to Market Ideas

What is **Rapid Prototyping**?

Complete slides → get feedback from a partner

What is something interesting you learned in today's Seattle Times?

Seattle Times Newspaper –

free login info for students

Login: gina.hansen@rentonschools.us

PW: nie2023

Present a partner's slides

Weds, 1/10/24 →

Create a logo for your brand. You will continue to use this throughout this class.

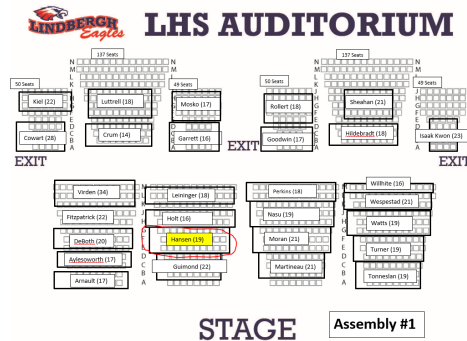
[Logo Maker](#) Tool

Present a neighbor's PowerPoint → practice delivery looking at audience when explaining the organization of the slide and reading list of bullets from screen

Check grades

Fri, 1/12/24 → HOMEROOM → ASSEMBLY & ELECTIVES FAIR SCHEDULE

MARKETING CLASS ASSIGNMENT TODAY → Electives Preview + Presentations



8:50 – 9:05: Review today's schedule and logistics, visiting as many stations as possible during Electives Fair, get passports completed for a drawing, etc. Tell Ms H Passports are in the mailbox.

9:05 – 9:45: 1st MLK Assembly, Hansen returns to classroom to answer electives questions. After assembly concludes, students return to Homeroom & chat about Assembly / Electives Fair

10:00 – 10:40: Electives Fair

10:45 – 11:00: Students return to Homeroom. Clarify any info or answer additional student questions.

Tues, 1/16/24 → 2 Parts

Add to your [Online Resume](#)'s EDUCATION > Lindbergh High School →

- **ADD THESE** Marketable **Skills**
 - Event Marketing
 - Promotional Marketing
 - Presentations
 - Adobe Photoshop
 - Microsoft PowerPoint
 - Canva
- **ADD THIS** Degree: High School Diploma
- **ADD THESE** Activities: Clubs, Sports Volunteering

Join Stukent Account with your [@g.rentonschools.us](#) account > **Mod Marketing**

- Read Ch 1
- Take Quiz
- You may have other certifications from Social Media Marketing with Ms. Luttrell. Our goal is to complete the certification from this platform and then add to our Online Resume's **Certifications** section. If you have a current *First Aid / CPR Card, Food Workers Card*, etc. Add a Section for Certifications to add it now.

Weds - Thurs, 1/17-18/24 → 2-Hour Delay Today

In a Google Doc, write the following Bio for yourself as a “Marketing Creative.” ½ page.
Times New Roman 12 or Arial 10 point font. Answer the following questions in your bio
PARAGRAPH. Give an example for each.

- 1) How do others see you? How do you want to be seen? Why? How so?
- 2) What are some of your strengths as an idea-creator, organizer, creator?
- 3) How do you want to be known?
- 4) What kind of communicator are you? Are you friendly? Are you outgoing? Would you prefer to text your teammates or talk in person?
- 5) What do you want to be known for?
- 6) What kind of a teammate are you?
- 7) What natural **soft skills** do you have? How does that personality type help your workgroup?
- 8) Who are you as a teammate? Who do your teammates know you as? What are your contributions to the team and how does that translate to being on a part of a marketing team?
- 9) What kind of person are you in your family?
- 10) What drives you to succeed?
- 11) What kind of vibe do you bring to your friend group? How so?
- 12) What is expected of you by your family? Knowing this,

TO TURN THIS IN → share to ghansen@g.rentonschools.us

When you are finished, complete the 2 assignments in Stukent Chapter 1

Fri, 1/19

[Checkin](#) → write ONE PARAGRAPH for each. Last question, opt

Soft Skills film “[Be Kind](#)” → shareout → what’s one of yours

UPCOMING NEWS: Boeing is accepting applications for our **2024 High School and Community/Technical College Manufacturing Internships** through **Feb 5th, 2024**.

Manufacturing internships are designed to provide students with a comprehensive experience including hands-on training, job shadowing, and career planning support. For a recap of last summer’s manufacturing internships, check out the videos linked below:

- [2023 Core Plus Aerospace High School Manufacturing Internship video](#)
- [2023 Community/Technical College Manufacturing Internship video](#)
- **Apply now at:** <https://boeing.avature.net/mfginternships>

Please check the link in canvas to ensure you are in the correct Stukent Account. See the **highlighted information in Canvas** and **re-sign up!!**

Mon, 1/22/24 → Advertising, Product Placement & Timeliness →

Checkin: what's one thing happening in the [Seattle Times](#). Present out and then consider what would be a good product that is timely to market based on what your article was about. **TURN IN TODAY**

STUKENT

1. See if you can **Login to the new Stukent**.

Login with this code: **B1C-DB5**

2. **Answer all three ch 1 quizzes**

Week of 1/23-26 → Begin **MARKET RESEARCH**

for a new [Olympic Delegation Campaign](#) for a city of your choosing. Research your city and save as GOOGLE DOC. Then, complete your POWER POINT presentation slides to share your city

You will research several different components of this project.

Save as **your city name** and place in **Turn It In Folder** for your period

Beginning Weds, investigate some of the sports venues near your city by completing the following chart. You will research places for eight different sports venues. You can use the four I started to list below or replace and select all eight, yourself. Check the list of sports here:

<https://www.olympic.org/sports>

Winter Games Example - Venue: Denver, CO

Copy and complete the research you find for locations where spectators can view events from your games

8-Sports & Venue Market Research

Sport	Stadium / Venue (or do you need a New Build **)	Seat Capacity	Why Here? Why is this a good location?
1. Hockey	Ball Arena	20,000	Key Location in Downtown. Light Rail Station Large Parking Lot Built for Hockey Home of Colorado Avalanche
2. Figure Skating			
3. Ski Jumping			

4. Alpine (downhill) Skiing			
5.			
6.			
7.			
8.			

Here's the list of city assignments per period

Per 1	Per 2	Per 3
HAMZA → Dallas MARIA → Mexico City J'LAN → Fort Worth CRISTIAN → Boise AMELIA ANN → Houston ARMAND → Debrecen (Hungry) JALICIA → Punta Cana Santo Domingo ALINA → Minsk LEE-DESHAWN → Oakland, CA SA'NIA → Honolulu TIMOTHY → Hong Kong I'ZEYAH → Atlanta UMOLQAAR → DeLuth SUMAYA M → Tokyo SUMAYA S → Ismir SOLOMON → Phoenix ARIANA → Las Vegas SAMU → Antarctica DAYLEN → Abu Dhabi NIKITA → NYC	FATUMA → Nairobi BROOKLIN → Bangkok CHRIS B → Nashville ETHIN → Athens XIMENA → Tokyo CHRIS C → Barcelona YANZHAO → Beijing VALERIA → Victoria BC CASH → Brussels AXEL → NY ASAEL → Manaus JAYDEN → San Antonio THU → Hanoi HANNAH → San Diego SANARITH → Rome ANNALINA → LILY → Paris ALEXANDER → Atlanta SEBASTIAN → Amsterdam ALUSHA → Athens DAVONTE → Atlanta SHARMARKE → Los Angeles	ELIANA → MARYAM → Los Angeles SAMUEL B → London ANGELA → Boston SAMUEL F → Dubai JAVIER → Kyoto ASIKYNE → Beijing JACKSON → Germany SEBASTIAN → LANDON → Rome ISAIAH → Arlington, TX ELENA → Paris OD ERDENE MIKE → Berlin SANTOS → MYEVA → ANTHANY →

Thurs, 1/25/24 → **Trimester 2 Parent Conferences, from 5:00 PM to 8:30PM**
→ **THIS IS YOUR ONLY CHANCE FOR EXTRA CREDIT!!!**

Mon, 1/29/24 → **Homeroom Schedule**

Warmup: BUCKETLIST → List 10 things you want to do in your lifetime
THEN, drop your PowerPoint in the folder to present your plan development

Tues, 1/30/24 →

Warmup: LIFE ADVICE → List the first of 10 things you know to be true about Life. List the remaining 5 tomorrow
View all marketing logos. Be sure yours has the year **2032**, the **Olympic rings**, your **city name**

Weds, 1/31/24 → **Begin Advertising Partners research**

CONTINUING LEARNING TARGET: Students investigate market data about their proposed 2032 Olympic city

TODAY's LEARNING TARGET: Students will be able to identify possible advertising partners from a variety of target markets (local, national, global) which affect their 2032 Olympic City proposal we are building

- ☐ **Warmup: LIFE ADVICE Day 2** → List items 6-10 of the Advice you know to be true about life, in general, at your age
- ☐ **How do you solve problems survey** → What do you notice about how you solve things and what is the level at which you stop trying to fix the problem? *You may have completed*
- ☐ Think about potential Sponsors and Advertisers for your 2032 Olympics

Begin Sponsors and Partner Research

- ☐ **DIRECTIONS:** Find marketing data for your state or your country similar to the following: Choose **2 LOCAL Sponsors**, **1 NATIONAL sponsor**, and **1 GLOBAL** sponsor by

1) Listing in your **Olympic Delegation City Campaign**
GOOGLE DOC

2) Also listing on the **Sponsorship SURVEY** **after** researching pre-existing relationships for their city.

- ☐ **EXAMPLE RESOURCES** for bringing the Olympics to Denver. Research marketing that already happens for existing sports franchises by researching some of the following:
 - ☐ **GLOBAL** → [2020 Summer Olympics Marketing](#)
 - ☐ **NATIONAL** → Ask yourself, who are Sponsors for this country for major sporting events?
 - ☐ **LOCAL** → [Denver Nuggets Sponsors](#)
 - ☐ **LOCAL** → Who are some of the [major employers in Colorado?](#)

- ☐ [View the list](#) being populated from your classmates

Question to Consider: why is it important to include a variety of different types of partnerships from small to large with your City Proposal? *Be ready to discuss on Friday.*

5th period → School Climate Survey

Thurs, 2/1/24 → Periods 1, 2, 3 → **Trades Fair 2024 TODAY!!**

1) meet in the classroom for attendance → 2) get your booklet → 3) walk to gym

Fri, 2/2/24 →

- ☐ **List one that interested you for each from yesterday's Trades Fair**
- ☐ An APPRENTICESHIP
 - ☐ An INTERESTING SUBJECT at our local Renton Technical College
 - ☐ Something else you found interesting at the job faire

Mon, 2/5/24 → Google vs AI

- ☐ Video 1: <https://www.youtube.com/watch?v=luWf6Zfyvms>
- ☐ TikTok vs Universal Music Video 2:
<https://www.youtube.com/watch?v=xPwAzau5dwc>
- ☐ Fleetwood Mac Song that went viral after being featured on TikTok
<https://www.youtube.com/shorts/lcWA2wEFkeY>

10 Question Note: turnin to teacher

1. [Grammy.com](https://www.grammy.com) → Who are three artists that was at last night's Grammy Music Awards?
2. What do YOU USE to SEARCH UP A NEW RESTAURANT OR OTHER INFO?
3. 3 alternatives to Google Search
4. What is the difference between google and a summary search
5. What are three AI's created to compete against google searches
6. What does google show you that the others do not?
7. What is a query?
8. What percentage of searches does Google own?
9. What keeps google #1?
10. List THREE Universal Music artists you like

Tomorrow → Universal Music pulled their artists off TikTok. How does this impact what you can view on TikTok

Tues, 2/6/24 → Create a feature **Tri Fold Brochure** for your city we will use as a prop in Photoshop

Begin class by looking up the name of your city in the [Perplexity AI](#) summary searches we discussed, yesterday. After you search for your city name, ask a follow up question that queries “entertainment” info about your city. **DUE TODAY** → create the first page of the brochure at right with the City Name in a fun font + stunning photo of the city

Login to Photoshop with your rentonstudent.us login

New > for PRINT > scroll down to TRI FOLD BROCHURE > DOWNLOAD > continue

Use CONTROL + T to rotate the angle of your image / text OR *to shrink or enlarge the image*

Remember, if you want to paste an image into your brochure, you need to Ctrl + O open it in the tab in PS, then Ctrl + A, Ctrl + C. Then go back to your tab for the brochure and paste

Wed, 2/7/24 → **RAPID PROTOTYPING**. Create a city brochure using the AI data you found yesterday. Due today during class. You will need to list the five. Most important types of data would want to know about From your summary AI query. You already created a front page pic and city name from yesterday, so that means you'll only need to complete 5 panels DUE IN CLASS TODAY from the list you might choose from, from period 1

- ☐ Activities
- ☐ Tourist Spots
- ☐ Transportation
- ☐ Food & Restaurants
- ☐ Housing, Where to Stay
- ☐ History

DUE TODAY → FILE > EXPORT as PNG to **TURN IT IN FOLDER**

THEN, Add Marketable Skills +Rapid Prototyping to your [ONLINE RESUME](#)

Thur, 2/8/24 → Exercise #2: 20 min paper + pencil brochure

Rapid Prototyping [Reflection Response](#)

Complete your brochure. Turn into folder

Fri, 2/9/24 → [Checkin Survey #2](#) → write ONE PARAGRAPH for each. Last question, opt

As we start thinking of writing to persuade the Olympic Committee to select OUR city, we need to use specific writing strategies. Read the [persuasive language techniques article](#) and define the following list of writing tools ON PAPER. Show your teacher when you are done so the assignment:

PERSUASIVE WRITING TOOLS

1. What is persuasive writing?
2. Claim:
3. Repetition:
4. Colloquial Language:
5. Jargon Words:

6. Emotive Appeals:
7. Inclusive Language:
8. Rhetorical Question:
9. Hyperbole:
10. Anecdotal Evidence:
11. Bias:
12. Expert Opinion:
13. Facts & Statistical Evidence:
14. Generalization:
15. Comparison:
16. Puns:
17. Cliches:

Mon, 2/12-13/24 → Homeroom Monday

TUES → Boys Basketball Playoffs vs Clover Park at Lindbergh @6PM Tues; Buy tix in advance

Write your answers on a separate document 94 sheet of paper. Compare and differentiate the best Supebowl Commercials of 2024?

Complete the following sheet, <https://www.frankwbaker.com/mlc/super-bowl-ad-analysis->



[worksheet/](#)

See to view - <https://youtu.be/945IrlqMUdw?si=2POYGhGpBBvbx9IZ>

1. In your opinion, can 30-seconds convince you to buy a product?
2. What makes a 30-sec commercial memorable?
3. What stands out the most about the commercial?

Weds, 2/14/24 → Girls Basketball Playoffs vs Clover Park at Clover Park: 6PM

[ANTI-Valentine's Day](#) Advertisement Photobash (example: Concrete Roses, broken hearts).

Consider **ideating** from [Pinterest](#), [Google](#), etc

DUE TODAY: Endorse 3 marketable skills on the online resume of 3 classmates. Show teacher for credit

Thurs, 2/15/24 → [20 Years of Olympic Media Research: Trends and Future Directions](#)
[What media did different cities use to market the Olympics?](#) List and complete the chart.
Then, list of summary of how you would advertise for your own city for 2032. Show your teacher when finished

Then, vote on best Anti-Valentine

Fri, 2/16/24 → Boys Swimming State Competition at the King County Aquatic Center in Federal Way: 6:15PM

Create 3 Tearsheets using Media Marketing to advertise for your Olympics. Can include an advertisement from newspaper, tv, tiktok, instagram, facebook, magazine, youtube, etc. Be sure your fonts are contrast colors the opposite of your background so users can more easily read them on screen. Must include:

- ☐ Olympic Rings
- ☐ 2032
- ☐ City Name
- ☐ Destination Pic that makes people want to visit

IN PHOTOSHOP, click NEW > MOBILE and then select one of the templates

OR, search up Google Images > “instagram blank template” for example

DUE MON after Break → **FILE > EXPORT as PNG to** **TURN IT IN**
FOLDER Label successively as *City Name 1, 2, 3* in your period folder
for 2/26

Most In-Demand Job Skills: <https://youtu.be/g-Okqu0C8X4?si=Snbt8ud2N4M1H9Wh>

2023-24 Billboard Music Trends - changes to what we are listening to:
https://youtu.be/dMV5vFm-l3Y?si=gYdZNu15hHsWg_O8

NOTE: Feb 27th at 1 PM → Darrin Bell, is doing an online event on. You can sign up on the KCLS website... Ask Ms Travis in the library if you want a flier. He has written a wonderful graphic novel that we have in the library.

Mon, 2/26/24 → **HOMEROOM TODAY!**

ONE OF MY HEROES: on paper, notes or google doc, write a paragraph about

1. Who is someone you admire? What do they do? What do they do well? What's their backstory? What do you admire about them?
2. How do you relate to them? What do you do that's like they do?
3. What might you add to be more like them?

Follow 1 influencer on Linked In → Show teacher who you followed

THEN, at the bottom of your Doc, **Add a pic snip** of an influencer you follow on social media showing something they put out. **Under that pic**, describe what they create that interests you about their content

Share w/ class?

Tues, 2/27/24 → class competition

Amazon Kahoot Career Tour. Select **PLAY AS A STUDENT 6+**. You can compete against a classmate by sharing the six-digit pin at the very beginning. COPY YOUR PODIUM LINK AT THE END. **Save each to a google doc.**

a. Amazon Robotics Fulfillment Center Tour

b. Amazon Callisto Space Technology Tour

c. WS Data Center Tour: Keeping Data Safe and Green

d. Amazon Data Center Tour: Uncovering Cloud

Computing

Complete the **AMAZON JOB SURVEY** when you complete the Kahoot Tour

Weds, 2/28/24 →

F9 Movie Trailer: Product Placement doc

Slow down YouTube by clicking Settings > Playback speed

Back to Olympics Marketing Material → Add to your **[Olympic Delegation City Campaign](#)** GOOGLE DOC **Add this to PART SIX: Cost Benefit:** List three topics for each.

Costs of Hosting The Games:

(how can you spin this into a positive)

- ☐
- ☐
- ☐

Benefits of Hosting the Games:

- ☐
- ☐
- ☐

Potential Changes to the Games to make them Profitable:

- ☐
- ☐
- ☐

Thurs, 2/29/24 → Future Freshmen Night

Psychological Tricks that Advertisers Use on Us → Then answer using this
Slide TEMPLATE breaking out your own strategy on slides 3-12

Then, complete your **Olympic Research Market Data doc** → Pay careful attention to completing parts -6

Fri, 3/1/24 → **Why do companies sponsor events? DISCUSSION**

BAD ADVERTISEMENTS: Advertisement Promotion Gone Wrong assignment.
Take a SNIP and turnin to 3/1 folder

Name of Promotion: _____

Your Name: _____

Per _____

Date & Location of Promotion: _____

[include image of the promo, HERE]

Target Audience: (Think Demographics)	
What was the Promotion? (Giveaway, Celebration, etc.)	
What went wrong?	
What could you have changed to make this better?	

SWOT ANALYSIS FORM

When finished, start answering the questions for Monday's Production schedule

Mon, 3/4/24 → **Companies Killing it on Social Media**

Today you will break down one of four companies that have a very strong social media game. You will create a video explaining how these companies are being so successful.

Companies you can choose from: [Gopro](#), [Pop-Tarts](#), [Starbucks](#), [National Geographic](#).

PARTNER or SOLO, you will present a **video** OR **powerpoint** on the following topics. Your presentation must include 1) text, 2) music/audio, 3) images, 4) one video, and 5) quality transitions. TURN IN TO **TURNITIN FOLDER with BOTH PARTNER NAMES on the file name**

1. The company's Social Media Goal :

(Showcasing products, Announcements, Interaction with customers, connect with customer's content)

2. Which Platforms help them achieve their goal :

([Article about different platforms](#))

3. How does the company interact with their customers?:

(Humor, promoting customers content, contests, Answer questions)

4. Valuable Content → how does the company keep their customers interested in their social media? :

(Provide good information, updated images, humor)

5. User-Generated Content :

(Posting users content, Customers tagging the company, Other hashtags, trends)

6. Ad space or media campaigns :

(Did they have any recent marketing campaigns? OR, do they have advertisements or promotions visible on the platform? Which? PASTE THE VIDEO HERE. Search for a "[youtube downloader](#)")

Tues, 3/5/24 → **2 hr late start.** Present good examples of advertisements from yesterday

Warning Bell	9:15
1 st	9:20-10:05
2 nd	10:10-10:56
3 rd	11:01-11:47
Lunch	11:47-12:17
4 th	12:22-1:08
5 th	1:13-2:03

Weds, 3/6/24 → last day of presentations Happy International Women's Day! Here is one woman breaking all records. What a tremendous achievement!

COLLEGE BASKETBALL

Iowa's Clark sets NCAA record for threes in a season

The Associated Press

MINNEAPOLIS — Caitlin Clark broke the NCAA Division I record for three-pointers in a season by a woman or man, finishing with 24 points, 10 rebounds and seven assists on a poor shooting night to lead the No. 4 Iowa women past Penn State 95-62 in the Big Ten tournament quarterfinals Friday.

Clark missed her first 11 threes before finally connecting in the fourth quarter. It was her 163rd three-pointer of the season, surpassing Stephen Curry of Davidson (2007-08) and Darius McGhee of Liberty (2022-23) for the most by a D-I player.

Clark, who earlier surpassed Pete Maravich as the all-time leading scorer in D-I, finished 2 of 14 from long range and 5 of 19 from the field. But Iowa (27-4) still had little trouble with Penn State (19-12), leading 31-14 after the first quarter as Clark had four free throws.

"I think as a shooter, sometimes you can feel it's off, but



ABBIE PARR / THE ASSOCIATED PRESS

Iowa guard Caitlin Clark celebrates after making a three-pointer to give her 163 threes, surpassing the NCAA season record held by Stephen Curry and Darius McGhee.

honestly a lot of my shots I felt were right there," Clark said. "I think that's the most positive thing. A lot of them, I thought were going in, but they were sometimes a little short, sometimes a little long."

Stanford women advance to final

LAS VEGAS — Hannah Jump scored 20 points and the No. 2 Stanford women rallied from a 16-point first-half deficit to beat No. 13

Oregon State 66-57 in the Pac-12 tournament semifinals.

The Cardinal outscored Oregon State 23-8 in the third quarter and held off a late surge by the Beavers.

Stanford (27-4) will play for its 16th Pac-12 championship Sunday against USC.

Cameron Brink had 16 points and 12 rebounds for her second straight double-double in the tournament. Kiki Iriafen added 14 points for Stanford.

Raegan Beers led the Beavers (24-7) with 17 points.

USC women outlast UCLA in double OT

LAS VEGAS — JuJu Watkins had 33 points and 10 rebounds and the No. 5 USC women beat No. 7 UCLA 80-70 in double overtime in the Pac-12 tournament semifinals.

USC (25-5) outscored the Bruins 13-3 in the second overtime to advance to face No. 2 Stanford in the cham-

pionship game Sunday.

The Bruins (25-6) had a chance to win with 1.9 seconds left in both regulation and the first overtime, but couldn't get a shot off. Charisma Osborne led UCLA with 21 points.

Kamilla Cardoso scored 17 points and Tessa Johnson 13 as the No. 1 South Carolina women overcame a slow start in the SEC tournament to beat Texas A&M 79-68 and reach 30 wins for a third straight season. The Gamecocks (30-0) will face Tennessee, an 83-61 winner over Alabama, in Saturday's semifinals in Greenville, S.C.

Shyanne Sellers had 25 points, eight rebounds and seven assists to lead the Maryland women (19-12) to an 82-61 victory over regular-season champion and fourth-ranked Ohio State (25-5) in the quarterfinals of the Big Ten tournament in Minneapolis.

Flau'jae Johnson scored 17 of her 25 points in the first half, Angel Reese had 18

points and 11 rebounds, and the second-seeded LSU women (27-4) raced to an early lead on the way to a 78-48 victory over Auburn (20-11) in the SEC tournament.

Aziah James scored 16 points and the No. 10 North Carolina State women (26-5) overcame three quarters' worth of offensive struggles to hold off Duke 54-51 in the quarterfinals of the Atlantic Coast Conference tournament in Greensboro, N.C. The No. 11 Virginia Tech women (24-6) beat Miami 55-47.

NOTES

Temple University will review reports that show at least one game involving its men's basketball team has been flagged by gambling watchdog company U.S. Integrity for unusual betting activity.

Creighton men's coach Greg McDermott has signed a long-term contract extension that he hopes will keep him with the Bluejays until the end of his career.

Scores > B6

12:36

97

FOS

Front Office Sports · Follow

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The past six days for Caitlin Clark:

- Declared for WNBA Draft
- Doubled ticket prices for Indiana Fever
- Broke NCAA scoring record
- Set Fox viewership record
- Announced multiyear deal with Gainbridge
- Signed exclusive deal with Panini
- Won Big 10 Player of the Year



👍❤️

35.9K

1.1K comments

1.5K shares

👍 Like

💬 Comment

✉️ Send

➦ Share

FINALS Rubric

To get a video link in PowerPoint, highlight the link, right mouse click and select



ON THE WEB

More Horsey: See more of David Horsey's cartoons at [st.news/davidhorsey](https://www.stnews.com/davidhorsey)

Thurs, 3/7/24 → “Data Analytics” [PowerPoint](#) and [Worksheet](#)

Fri, 3/8/24 →

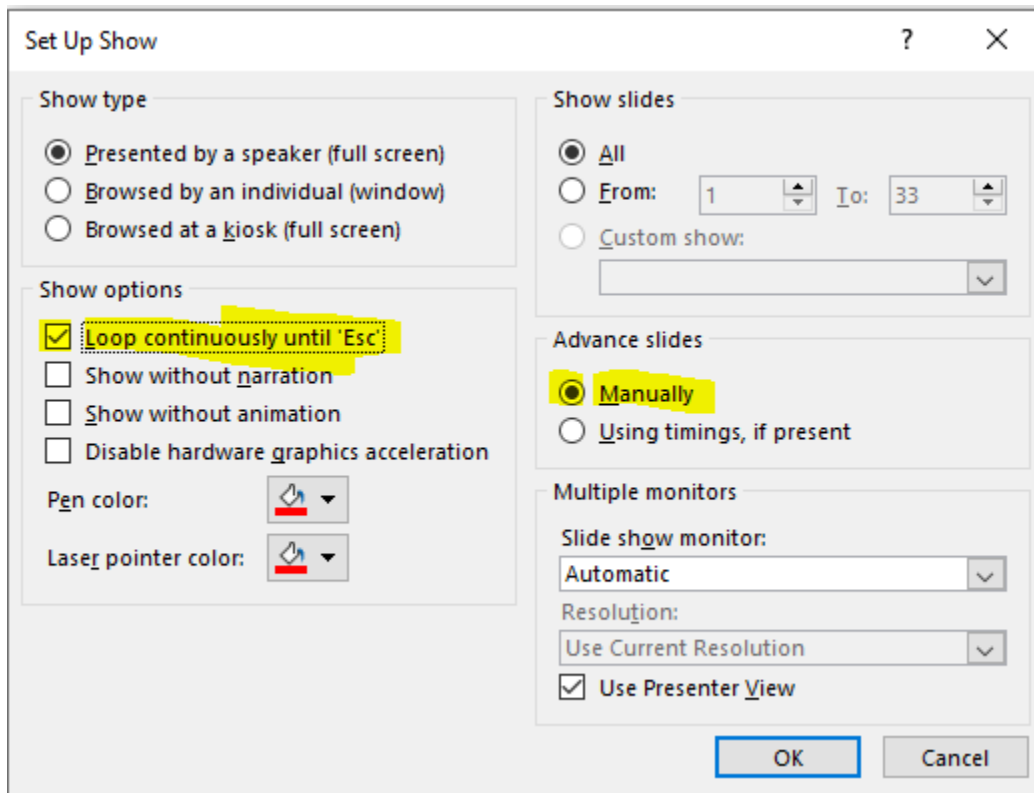
Create the following:

- Personal, “professional email”
- Setup a [ctcLink](#), using this email > Apply Now > [Apply Now](#)
 - College: Bellevue College
 - Program: Academic
 - Degree / Certificate I am seeking: Business DTA/MRP
 - I will be enrolling as a: First Year
 - Term: Spring 2024
 -
 - Attended 11/27/2023-3/15/2024
- Add Bellevue College to your online resume under EDUCATION
- List Intro to Marketing 101 as one of the subjects you studied at BC
- Show teacher when finished

Mon, 3/11/24 → HOMEROOM / FUNLAND Ramadan Begins

- ☐ <https://padlet.com/ghansen32/marketableskillsreflection>
- ☐ REVIEW [rubric](#)
- ☐ Parts of PowerPoint
 - A. SPELLCHECK / GRAMMAR CHECK → REVIEW > Spelling & Grammar
 - B. Right Mouseclick → Bring forward / back / to front / backward to move elements

C. Slideshow > Setup SlideShow > select the highlighted regions



Tues, 3/12/24 → Register for Bellevue, Highline or Green River College.

Then, Perfect Slideshow by having your table partner grade you on the rubric

Signin to your [ctcLink](#) or the name of your college > ADD the following info by clicking apply.ctc.edu/landing

View the [powerpoint](#) to signup for classes. If you already have dual enrollment credit for another class, go to ctesers.org and add the class.

Hello Parents of Introduction to Marketing! The Trimester is concluding and we have enjoyed a successful class. We learned many marketable skills, and enjoyed many discussions about targeted advertising, created advertisements and marketing campaigns and much more. You should be very impressed.

Also, we just registered the class for students to receive enrollment. Your student will need to complete the SERS form and pay a \$50 fee (waiver available) to receive credit at Bellevue College. For more information, go to <https://www.rentonschools.us/learning-and-teaching/career-and-technical-education/career-college-readiness/dual-credit/cte-dual-credit>

Even if you signed up for several dual enrollment classes this year, you will need to pay the \$50 fee before June 1 to receive credit. Some students qualify for Financial Hardship and will complete the link to waive the fee.

Start A New Application

Immediately below this page, you will find detailed explanations for each section.

Required items are indicated by an asterisk*

[Logout](#)

College * B Bellevue College	I will be enrolling as a... * First Year
Program * Professional Technical	Term * SPRING 2024
Degree or Certificate I am seeking... * Undecided - Professional Tech	Academic Focus Area

[Apply](#)

Weds, 3/13/24 → Vaccination Clinic in Health Room

- Setup a [ctcLink](#)
-

Here's the you will be graded on!!

Thurs, 3/14/24 → **FINALS 123 begin** →

1) PRESENT POWERPOINTS

2) **End of [Course Survey](#)**

3) **[Padlet](#) click on the PURPLE PADLET LINK**

You will be listing a potential problem to hosting the Olympics in your city and then respond to someone else's

- ☐ In ONE COLOR, list your Name and Per in the Subject
- ☐ And a Potential Problem someone might have to host the Olympics in your city in the Description
- ☐ In a DIFFERENT COLOR, suggest a possible solution to someone else's; how might they solve the problem? Be sure you have your name in the subject line again, and solution in the description

Fri, 3/15/24 → **FINALS 4-5** → **LAST DAY OF TRI 2**

You will be listing a potential problem to hosting the Olympics in your city and then respond to someone else's

- ☐ In ONE COLOR, list your Name and Per in the Subject
- ☐ And a Potential Problem someone might have to host the Olympics in your city in the Description
- ☐ In a DIFFERENT COLOR, suggest a possible solution to someone else's; how might they solve the problem? Be sure you have your name in the subject line again, and solution in the description

Have a great three day weekend! I loved working with all of you and wish you the best in Tri 3!! —hansen

Hit Counters, #HashTags, and other Data Analytics

[Marketing Terms](#)

[The 25 Best Gadgets From CES 2024 You Can Buy Right Now](#)

Product:	Price:
Place:	Promotion:

NOTES ON YOUR FINAL MARKETING PITCH PRESENTATIONS

- ☐ _
- ☐ _

PAID SUMMER WORKSHOP:

- ☐ [RadioActive Youth Media](#) at KUOW Seattle this summer
- ☐ Bumbershoot
- ☐
- ☐ __

UPCOMING DATES

Mar 22 Tri 2 Grading Window Closes at midnight

Mar 29 Jostens on site during lunch

March 30 Booster Auction

April 4 Spring Choral Concert

April 5 Spring Sports Assembly

April 8-12 Spring Break

April 15 Home Room

April 16 Worksite Learning Field Trip-10th graders

April 19 Community Service Hours/HSBP due for seniors

April 24 Building Tours & Spring Tailgate

April 27 LHS @ Mariners

April 29 Home Room-Intervention

Mon, 3/18/24 → STAFF WORK DAY → no school for LHS students

Tues, 3/19/24 → TRI 1 BEGINS!! Blood Drive @ LHS

Weds, 3/20/24 →

Thurs, 3/21/24 →

Fri, 3/22/24 →

Mon, 3/25/24 → HOMEROOM

Tues, 3/26/24 →

Weds, 3/27/24 → Outstanding Seniors Presentation to School Board

Thurs, 3/28/24 →

Fri, 3/29/24 →

SPRING BREAK = APRIL 8-12

3rd NIGHT EVENT → Wednesday, May 1

- **4:00 – 5:00 Team Building Potluck**
- **5:15 – 7:00 Parent/Teacher Conferences**

☐ **Warmup & Question to Consider:** Can you answer which marketable skills we are practicing in class right now? Be ready to add this to your resume TODAY!

February 14 →

Core Leadership Skills Learned in this class:

The leadership skills listed below are the core leadership skills that students should be able to demonstrate prior to their completion of CTE Marketing Explorations in a WA CTE course. Upon completion of this Marketing Program, students will be able to demonstrate knowledge and skills in all leadership competencies in real world, family, community, and business and industry applications.

Leadership: Individual Skills

- 1.1 The student will analyze, refine, and apply decision-making skills through classroom, family, community, and business and industry (work-related) experiences.
- 1.2 The student will identify and analyze the characteristics of family, community, business, and industry leaders.
- 1.3 The student will demonstrate oral, interpersonal, written, and electronic communication and presentation skills and understands how to apply those skills.
- 1.4 The student will be involved in activities that require applying theory, problem-solving, and using critical and creative thinking skills while understanding outcomes of related decisions.
- 1.5 The student will demonstrate self-advocacy skills by achieving planned, individual goals.
- 1.6 The student will conduct self in a professional manner in practical career applications, organizational forums, and decision-making bodies.

Leadership: Group Skills

- 2.1 The student will communicate, participate, and advocate effectively in pairs, small groups, teams, and large groups to reach common goals.
- 2.2 The student will demonstrate knowledge of conflict resolution and challenge management.
- 2.3 The student will analyze the complex responsibilities of the leader and follower and demonstrate the ability to both lead and follow.
- 2.4 The student will demonstrate skills that assist in understanding and accepting responsibility to family, community, and business and industry.
- 2.5 The student will demonstrate a working knowledge of parliamentary procedure.
- 2.6 The student will use knowledge, build interest, guide and influence decisions, organize efforts, and involve members of a group to assure that a pre-planned group activity is completed.
- 2.7 The student will demonstrate the ability to train others to understand the established rules and expectations, rationale, and consequences and to follow those rules and expectations.
- 2.8 The student will demonstrate the ability to incorporate and utilize the principles of group dynamics in a variety of settings.

Leadership: Community and Career Skills

- 3.1 The student will analyze the roles and responsibilities of citizenship.
- 3.2 The student will demonstrate social responsibility in family, community, and business and industry.
- 3.3 The student will understand their role, participate in and evaluate community service and service learning activities.
- 3.4 The student will understand the organizational skills necessary to be a successful leader and citizen and practices those skills in real-life.
- 3.5 The student will understand and utilize organizational systems to advocate for issues on the local, state, and international level.
- 3.6 The student will understand the importance of and utilize the components and structure of community-based organizations.
- 3.7 The student will participate in the development of a program of work or strategic plan and will work to implement the organization's goals.