



Real World Problem Scenario

Teacher Name: Nathan Evans

School District: Warren Local Schools

Business Partner Name: Cindy Mallahan

Business/Organization Name: Village Cakery

How many classes participated? 1

How many students participated? 22

What was your timeline? 2-4 weeks

Grade level(s): 10, 11, 12

Subject(s): Advertising and Communication

Standards & Skills: Advertising, Communication, Video Editing, Design, Target Audience

Career Cluster(s): Arts, Audio/Video Technology, and Communication

What needed to be considered or defined in order for your students to create a solution for your RWPS? Students needed to know the history of the cakery and what the target audience was for the commercial. The owner came in and talked to the students and gave them the history, the target audience, and a little direction as to what the style of the cakery was.

Real World Problem Scenario: What makes a commercial/marketing strategy a good one? Create a short commercial for the Village Cakery and provide them with graphics for their social media.