



Global Goals Peace and Justice

# Class Project

# Welcome to the Marketing Team

We would like to welcome you aboard to your new role within our marketing firm. We have been given quite a task and we are excited to share it with you.

We have been hired by a non-profit company called Global Peace and Justice LLC. They work with the United Nations and advocates around the world trying to bring awareness to social injustices and problems that keep the world from developing to the best of its ability.

That is where we come in.

After seeing the successes of different awareness campaigns like Breast Cancer Awareness and its “Pink Out at the Park!”, Leukemia and Lymphoma Society and their partnership with the Olive Garden for their annual “Pasta for Pennies”, and many others, they have decided that these issues need a fresh approach.

They have turned to us, to use our knowledge of social networking, branding, influencing, advertising, analyzing, and messaging to bring awareness to one of the targets in the Sustainable Development Goals the United Nations has put forth.



We are being asked to give a marketing plan, run the marketing campaign, and then report back results on awareness gained during the marketing campaign. These are not easy jobs, but I have great expectations for what we can create and give them. Below is a further look at what needs to be included in the marketing plan.

### Global Peace and Justice LLC. – Marketing Plan

You've been hired by a non-profit organization that is trying to raise awareness for one of the targets for Global Peace and Justice. You've been hired to develop a marketing plan for a raising awareness for their cause. Global Peace and Justice is based in New York, NY. Historically, Global Peace and Justice has relied on traditional methods like magazines and news articles to spread information about their challenges. They are looking for a bigger presence in the youth demographic and social/lifestyle influencers.

- Each team and each individual will be responsible for coordinating, delegating, and ensuring deadlines are met.
- Each team member needs to find ways of organizing, contributing and assisting each other
- Use your resources based on talent and interest. Feel free to re-assign internal resources as needed.
- You will be making small presentations to others in your team. Listening and Communication skills will be important to the team's success.

- You are making one group presentation at the end of the campaign – Practice – as it will show if you don't.

I've broken down the marketing plan into a series of tasks. There may be some overlap – so it'll be up to you as to how you want to present your findings.

1. Your plan should address the business' Target Market and the 4Ps. (Place, Product, Promotion, & Price)
2. Your plan should include some element of Market Research – whether it is primary or secondary. You should explain what data was collected, how it was collected, its analysis and any conclusions/recommendations based on it. This is important since the client wants to see an increase in awareness, you will need to start by finding out how much people already know about the social issue.
3. Your plan should consist of specific marketing recommendations based on your plan that address Target Market, 4Ps, and Market Research. All of this will then be put into motion and progress in social awareness will be monitored, tracked, and then reported back in a final reflection presentation.

In small groups, you will present your marketing plan to the CEO of Global Justice – YOUR TEACHER. You will be evaluated on the quality and comprehensiveness of your marketing plan and your interesting sales presentation. Using the framework below, you need to:



# Global Peace and Justice LLC.

- ▶ These are the Targets that the non-profit and the United Nations would like us to consider raising awareness for. As a team you only need to focus on one of the targets. Choose wisely. Remember some of these topics are more controversial than others and will therefore find limited market.

 <p><b>TARGET 16.1</b> <b>REDUCE VIOLENCE EVERYWHERE</b> Significantly reduce all forms of violence and related death rates everywhere.</p>	 <p><b>TARGET 16.2</b> <b>PROTECT CHILDREN FROM ABUSE, EXPLOITATION, TRAFFICKING AND VIOLENCE</b> End abuse, exploitation, trafficking and all forms of violence against and torture of children.</p>
 <p><b>TARGET 16.3</b> <b>PROMOTE THE RULE OF LAW AND ENSURE EQUAL ACCESS TO JUSTICE</b> Promote the rule of law at the national and international levels and ensure equal access to justice for all.</p>	 <p><b>TARGET 16.4</b> <b>COMBAT ORGANIZED CRIME AND ILLICIT FINANCIAL AND ARMS FLOWS</b> By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime.</p>
 <p><b>TARGET 16.5</b> <b>SUBSTANTIALLY REDUCE CORRUPTION AND BRIBERY</b> Substantially reduce corruption and bribery in all their forms.</p>	 <p><b>TARGET 16.6</b> <b>DEVELOP EFFECTIVE, ACCOUNTABLE AND TRANSPARENT INSTITUTIONS</b> Develop effective, accountable and transparent institutions at all levels.</p>
 <p><b>TARGET 16.7</b> <b>ENSURE RESPONSIVE, INCLUSIVE AND REPRESENTATIVE DECISION-MAKING</b> Ensure responsive, inclusive, participatory and representative decision-making at all levels.</p>	 <p><b>TARGET 16.8</b> <b>STRENGTHEN THE PARTICIPATION IN GLOBAL GOVERNANCE</b> Broaden and strengthen the participation of developing countries in the institutions of global governance.</p>
 <p><b>TARGET 16.9</b> <b>PROVIDE UNIVERSAL LEGAL IDENTITY</b> By 2030, provide legal identity for all, including birth registration.</p>	 <p><b>TARGET 16.10</b> <b>ENSURE PUBLIC ACCESS TO INFORMATION AND PROTECT FUNDAMENTAL FREEDOMS</b> Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.</p>
 <p><b>TARGET 16.A</b> <b>STRENGTHEN NATIONAL INSTITUTIONS TO PREVENT VIOLENCE AND COMBAT TERRORISM AND CRIME</b> Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime.</p>	 <p><b>TARGET 16.B</b> <b>PROMOTE AND ENFORCE NON-DISCRIMINATORY LAWS AND POLICIES</b> Promote and enforce non-discriminatory laws and policies for sustainable development.</p>

## Framework for Presentation

- ▶ Choose the name of your campaign. Be creative.
- ▶ Develop a slogan or tagline for the campaign
- ▶ Identify your target market. Consider the following:
  - ▶ Demographics (age, gender, income, occupation)
  - ▶ Psychographics (lifestyles, leisure time)
  - ▶ Geographics (town, county, state, region, country, etc.)
  - ▶ Consumer behaviors
- ▶ Explain your campaign strategies and decisions
  - ▶ Packaging, product benefits, special features that will set this product apart from its competitors, etc.
- ▶ Explain your place strategies and decisions
  - ▶ Global Justice has historically been the news “your grandparents read”. What is going to be the distribution strategy to get this new messaging into the hands of new eyes and people that can spread the word of what they learn? (think about practicality, efficiency, and cost when considering the best distribution strategy).
- ▶ Explain your price strategies and decisions
  - ▶ Are there costs associated with your plan? Is there considerations for production, publishing, promotion, etc.
  - ▶ psychological pricing strategies
- ▶ Explain your promotion strategies and decisions
  - ▶ What’s your message and how will you communicate it?
  - ▶ How and in what format will you reach your customer?
  - ▶ Print, broadcast, special events or sales promotions, etc.
  - ▶ Describe any advertisements

Remember, the more defined your target market, the easier it will be to figure out how to reach them. All marketing decisions should be made with the target market in mind.

Name:

**Marketing Plan for Global Peace and Justice – 300 Points**  
**Use of Class Time**

<b>Presentation</b>					
<b>Task</b>	<b>Beginning</b>	<b>Developing</b>	<b>Focused</b>	<b>Exemplary</b>	
Content –Major sections (Target Market & 4Ps, Market Research)	Content is unacceptable or missing. <b>(0 Points)</b>	Few sections are completely addressed in a superior manner. Few sections are organized & well thought out. <b>(60 Points)</b>	Most sections are completely addressed in a superior manner. Most sections are organized & well thought out. <b>(80 Points)</b>	All sections are completely addressed in a superior manner. All sections are organized & well thought out. Comprehensive report. <b>(100 Points)</b>	100
Actual presentation/ Presentation of Content	Did not present to class or very poor communication of presentation. Enthusiasm and interest level was absent from presenters. Maintained unacceptable level of eye contact and voice volume. Confidence was missing from presentation. <b>(0 Points)</b>	Communicated few aspects of presentation to class. Displayed little enthusiasm during the presentation. Maintained unacceptable level of eye contact and voice volume. Need to develop confidence. <b>(60 Points)</b>	Communicated some aspects of presentation to class. Displayed some enthusiasm during the presentation. Maintained acceptable level of eye contact and voice volume. Fairly confident presentation. <b>(80 Points)</b>	Clearly communicated all aspects of presentation to class. Displayed enthusiasm during the presentation. Maintained exemplary eye contact and voice volume. Confident presentation. Communicated content of report effectively. <b>(100 Points)</b>	100
Duration	Less than 7 minutes <b>(0 Points)</b>	7-10 minutes <b>(60 Points)</b>		10+ minutes <b>(100 Points)</b>	100
<b>Total</b>					<b>300</b>

Name:

**Marketing Plan for Global Peace and Justice – 300 Points**  
Use of Class Time

<b>Task</b>	<b>Beginning - 0</b>	<b>Developing - 30</b>	<b>Focused - 40</b>	<b>Exemplary - 50</b>	
<b>Report &amp; Content</b>					
<b>Task</b>	<b>Beginning</b>	<b>Developing</b>	<b>Focused</b>	<b>Exemplary</b>	
Typed, structured, well written, grammar, spelling	No report was submitted. Final report is unacceptable.	Few parts of report are structured or well written. Many grammar and spelling errors. Amateur look. Doesn't look very professional.	Most parts of report are structured or well written. Few grammar and spelling errors. Could've looked more professional.	Report is typed, well structured, well written, with no grammar and spelling errors. Very professional look.	50
Content –Major sections (Target Market & 4Ps, Market Research)	Content is unacceptable or missing. <b>(0 Points)</b>	Few sections are completely addressed in a superior manner. Few sections are organized & well thought out. <b>(60 Points)</b>	Most sections are completely addressed in a superior manner. Most sections are organized & well thought out. <b>(80 Points)</b>	All sections are completely addressed in a superior manner. All sections are organized & well thought out. Comprehensive report. <b>(100 Points)</b>	100
<b>Total</b>					<b>150</b>

# Roles Within the Company

what job will you be doing



**Web Designer** - These visual architects are responsible for the overall website look—its layout, colors, fonts, icons, buttons.



**Web Developer - (advanced)** These developers are responsible for programming the code that “tells” a website how to function.



**Public Relations Officer** - Someone who creates and maintains a favorable public image for their employer or client.



**Graphic Designer** - These visual artists use a variety of media to communicate a particular idea or identity to be used in advertising and promotions.



**Project Manager** - Someone responsible for keeping all departments working productively and meeting deadlines for the project.



**Multimedia and Publishing Specialist** - design and create information technology based multimedia products like videos, animations, podcasts



**Multimedia Production Manager** - Production managers are involved at each stage of multimedia such as websites, audio and video.



**Broadcast Presenter** - provide a public voice or face to a range of shows broadcast on TV, radio and the internet.



**Marketing Social Media Specialist** - Build, moderate, and update social media presence for brand while growing followers and awareness.



**Market Research and Data Analyst** - Analysts utilize surveys, focus groups, and interviews to gather data, in order to help them make better marketing campaigns





# Web Developer

Students will create elements for the website to be the home for the marketing strategy. This needs to have a “look” that is consistent with the rest of the project. These elements may be quizzes. Any multimedia elements should find a home or a link here. Data can be collected on site traffic.

## Responsibilities Include:

Create a website for the public to see

Create a catchy website name

Create a homepage and at least two other pages that include information about the target topic and one about your team

What website/s did you use as inspiration?

Create a website or place for team members and other departments to send work to collaborate on

Create interactive element of the website

Feature the logo the team has created

Feature the slogan or tag the team has created

Feature any multimedia the team has created

Feature links to Social Media presence

Feature images and sounds that are creative commons or can be licensed with credit being given correctly



## Web Designer

These visual architects are responsible for the overall website look—its layout, colors, fonts, icons, buttons. Many web designers have coding skills too, so they not only come up with a design, they use a programming language

Students will create a website to be the home for the marketing strategy. This needs to have a “look” that is consistent with the rest of the project. Any multimedia elements should find a home or a link here. Data can be collected on site traffic.

### Responsibilities Include:

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## Public Relations Officer

A public relations specialist is someone who creates and maintains a favorable public image for their employer or client. They write material for media releases, plan and direct **public relations** programs, and raise funds for their organizations.

Students will create a message for the awareness campaign. Students will work on developing a slogan. Students will reach out to larger organizations and work to form partnerships in raising awareness for the target selected.

### Responsibilities Include:

Write press releases and prepare information for the media

Identify main client groups and audiences and determine the best way to reach them

Respond to requests for information from the media or designate an appropriate spokesperson or information source

Help the team communicate effectively with the public

Develop and maintain their organization's appropriate image and identity, using logos and signs

Draft speeches and arrange interviews for a multimedia presentation

Evaluate advertising and promotion programs to determine whether they are compatible with their team's public relations efforts

Develop and carry out fundraising strategies for an organization by identifying and contacting potential donors and applying for grants



# Graphic Designer

Students will work on creating artwork for logos, posters, websites, and any additional needs. Students will need to be able to take artwork from one format and make it compatible with the digital world we are in.

Graphic design is also known as communication design. Graphic designers are visual communicators, who create visual concepts by hand or by using computer software. They communicate ideas to inspire, inform, or captivate consumers through both physical and virtual art forms that include images, words, or graphics.

The end goal of graphic designers is to make the organizations recognizable and prominent. By using a variety of media they communicate a particular idea or identity to be used in advertising and promotions. These media include fonts, shapes, colors, images, print design, photography, animation, logos, and billboards. Graphic designers often collaborate on projects with artists, multimedia animators, and other creative professionals.

## Responsibilities Include:

Meet with the team to determine the scope of a project

Advise team on strategies to reach a particular audience

Determine the message the design should portray

Create images that identify a product or convey a message

Develop graphics and visual or audio images for product illustrations, logos, and websites

Create designs either by hand or by using computer software packages

Select colors, images, text style, and layout

Present the design to the team

Incorporate changes recommended by the team into the final design

Review designs for errors before printing or publishing them

Send all logos to other departments to be used in official materials and website.



# Project Manager

Student will work to keep all departments working productively with their time and meeting deadlines on different steps of the marketing process.

A project manager is a motivated and effective leader who is accountable for the success or failure of a project. Project managers are multitaskers, have great time management and organization skills, are fantastic communicators, and are trusted and reliable. They do not carry out all the work themselves, but have project teams that work under them and make sure all the objectives of the project are carried out. However, if there are things that veer off track or are mismanaged, the project manager is always ultimately accountable.

## Responsibilities Include:

- run weekly staff meetings and be able to explain where the team is on the project
- plan what work needs to be done by building a comprehensive work plan
- make sure that all work being done is to the right standard
- manage and keep the budget at the forefront throughout the project
- make sure that the project is running on time
- motivate team members involved in the project
- remove any obstacles that get in the way of productivity
- coordinate work done by different groups of people
- deal with any changes that come along and be willing to adapt if necessary
- communicate project status to teachers and visitors to the class and resolve unexpected difficulties
- be able to identify ways that the project delivers expected outcomes and whatever benefits were initially outlined and ways the project addressed obstacles



## Multimedia and Publishing Specialist

Multimedia specialists design and create information technology based multimedia products such as websites, DVDs, and computer games that combine text with sounds, pictures, graphics, video-clips, virtual reality and digital animation.

### Responsibilities Include:

- meeting and communicating with the team to discuss briefs, requirements and project progress
- making technical recommendations
- producing, demonstrating and receiving feedback about ideas
- creating multimedia designs with animations, video production, sound and artwork
- meeting with programmers, writers, video producers, sound engineers and artists to create content
- developing and using skills and expertise in appropriate design software
- getting the multimedia content to PR, web design, and other departments for use
- testing products for errors and making amendments.



# Multimedia Project Manager

Multimedia/Media supervisors/manager work behind the scenes in film, television, radio and video. They play a key role in program production by organizing schedules, budgets and people. Production managers are involved at each stage of a program, from initial planning, estimating and scheduling, through filming or recording, and on to final budget and production reports.

They help design and create information technology based multimedia products such as websites, DVDs, and computer games that combine text with sounds, pictures, graphics, video-clips, virtual reality and digital animation.

## Responsibilities Include:

- leading meetings with the team and project manager to discuss briefs, requirements and project progress
- making technical recommendations
- producing, demonstrating and receiving feedback about ideas
- overseeing the creation of multimedia designs with animations, video production, sound and artwork
- meeting with programmers, writers, video producers, sound engineers and artists to create content
- developing and using skills and expertise in appropriate design software
- getting the multimedia content to PR, web design, and other departments for use
- testing products for errors and making amendments.



# Broadcast Presenter

Broadcasting presenters provide a public voice or face to a range of shows broadcast on TV, radio and the internet.

Broadcast presenters work for national, and independent radio and television companies and local/regional radio stations. Online personalities and public branding have developed a new wave of presenters known. Opportunities may also arise with independent television and radio production companies.

## Responsibilities Include:

- writing and rehearsing scripts
- meeting with program directors/producers to discuss programs/shows
- choosing and playing music
- organizing meetings, interviews and schedules
- undertaking relevant background research
- interviewing guests via the telephone or in person
- presenting traffic, weather and/or news summaries
- giving reviews of newly released books, films, music etc
- providing program links
- operating technical equipment, such as radio 'desks'.





## Marketing Social Media Specialist

A social media specialist is a freelance or full-time worker who maintains and expands a client's social networking presence. Social networks thrive on interesting posts, and a specialist must come up with entertaining or at least interesting content to bring in traffic. While posting content on a social network account has its own benefits, the specialist must grow the account by adding followers.

It is the specialist's job to ensure the page is constantly changing and current. This may mean adding posts about a new product or just changing the client's social networking mood.

### Responsibilities Include:

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions



# Multimedia Project Manager

Market Research Analysts assess consumer preferences in order to help organizations decide how to shape, advertise, and market their products and services.

Analysts utilize surveys, focus groups, and interviews to gather data. They present their findings through charts, graphs, and other visual means to executives and clients in order to help them make better informed decisions about product introductions, modifications, and marketing campaigns.

Market Research Analysts interpret the data they have collected and organize this information into statistical tables and reports. Their analyses and research create a visual of industry trends and of competitors so that organizations can predict how products and services will fare in the marketplace.

## Responsibilities Include:

- leading meetings with the team and project manager to discuss briefs, requirements and project progress
- making technical recommendations
- producing, demonstrating and receiving feedback about ideas
- overseeing the creation of multimedia designs with animations, video production, sound and artwork
- meeting with programmers, writers, video producers, sound engineers and artists to create content
- developing and using skills and expertise in appropriate design software
- getting the multimedia content to PR, web design, and other departments for use
- testing products for errors and making amendments.

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## An interesting lesson plan on Marketing a Product, including Making Commercials

Subjects:

Art, Language Arts, Social Studies

Grades:

4, 5, 6, 7, 8

Title – Can You Sell it?

By – Jennifer Dalke

Subject – Social Studies, Art, Language Arts

Grade Level – 4-8

Learning Standards:

25.A.2b, 25.B.2, 26.A.2b, 26.B.2b, 27.A.2b

Integrated Subjects:

Marketing, Language Arts

Instructional Goals:

\* Students will understand the methods of making commercials to market a product

\* Students will be introduced to the idea of truth in advertising

\* Students will produce their own commercials to sell different objects

Materials:

\* Costume clothes

\* Small objects

\* Blackboard

\* Video camera

Anticipatory Set:

1. The teacher will ask the students if they have any favorite commercials. Students should share their ideas.

2. The teacher will ask the students if all commercials show the truth. Why and why not? The class will discuss how commercials sell products to people. The children will brainstorm ideas, which the teacher will write on the board.

3. The teacher will bring out a video camera and tell the students that they will need to write out, practice, and perfect a commercial. When they



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are done, then the teacher will tape all of the commercials.

Activities:

1. The teacher will ask the children to number off in order to make groups of four. Then, the teacher will pass out small bags of costume clothes that the children can use in their commercials. Finally, the teacher will pass out small objects to the groups. Every two groups will be selling the same products- one will be completely honest, and one will embellish the facts.

2. The teacher will give the students about 20 minutes to perfect their commercials. When they are finished, each group will come up and perform while the teacher tapes the performance.

3. After each pair groups perform, the students will be encouraged to discuss how the groups sold the product differently, and which commercial would make them want to buy the product more.

Teacher's Role:

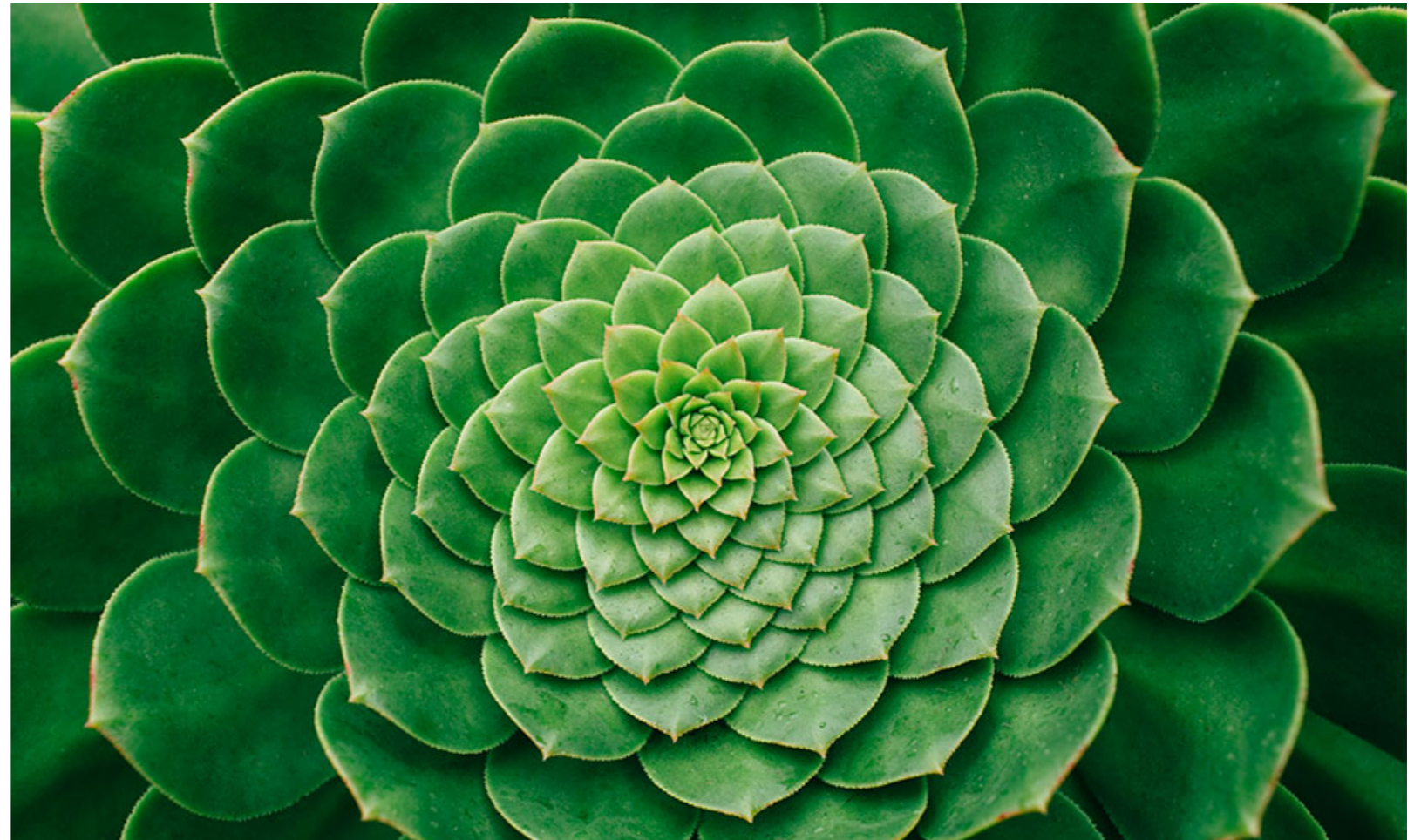
The teacher's role is to monitor the children's work. The children are free to sell their products

## Coupon Creation

In order to create a marketing project that is realistic and feasible, it is important to work with real businesses. Contact a local business and make an effort to work with the owner or the manager to create a coupon or a flyer that would be an effective marketing strategy for that particular business. Remember, your goal is to make more people aware of where the business is located, why this product is better than the other and how you can save the customer money. This project reinforces all of the P's of marketing, price, place, promotion and product. This coupon should be only reproducible with the permission and cooperation of the business owner.

## Commercials

One of the best ways to market an idea or product is through a video. Many high school students today have access to video recorders and video editing software right at their high school. A great project to reinforce the marketing principals, product and promotion would be



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have the students create an original video in the form of a commercial for a product of their choice. By creating a commercial to promote a local band or a school event, students would be able to see the success of their promotional work.

## Related Articles

[High School Projects for Entrepreneurship](#)

[Activities for Marketing Classes](#)

[How to Create a Graffiti Wall for the Classroom](#)

[How to Write a Business Narrative](#)

## Newspaper Advertisements

Newspaper advertisements are a great form of marketing. Working together with the journalism teacher or with the head of the school newspaper, students could see first

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