

APCC MARKETING PROPOSAL

CATEGORY

Problems

Anticipated Outcomes

Recommendations

Pop Up Event Details

Target Market

STRATEGY

- Lack of Awareness
- Student don't see relevance
- Uninterested Students
- Conflicting Class & Work Schedule
- Increase APCC awareness and participation
- Increase institutionalization
- Increase students' APCC preparation

We recommend:

- Reminding students through emails, student bulletins, digital signage, and banners.
- Inviting varied companies.
- Show students' the majors needed.
- Have students' attend info sessions.
- Have a Pop up events and do games.
- Show actual people who got benefits from APCC

Do games on a table and a person on mic will introduce APCC

- Locations: Library Front & Aloha Center Front
- Number of people required: 2 people in each location
- Supplies: mic, speaker, tent, banners, and flyers, treats, papers, desk, chairs
- Expenses: \$30

Male and female ages 18 and above who are interested in preparing for their Career