

CACD Academy Advertising Projects 2013

Advertising is a powerful tool that can shape behavior. An effective ad campaign will establish need, then inform, sell or educate with a well-defined purpose.



Work with a community organization and help identify a community based need, identify your target market and plan and carry out an advertising campaign that includes at least 2-3 different modes of communication as well as an educational component. Determine what change you and the organization hope to see and design a plan for researching the effectiveness of your work.

Individually keep a log of evidence of progress on the Graduate Learning Profile standards.

Presentations to your community partner will be ongoing throughout the problem. The completion of the advertising project will constitute the final presentation on November 14.