

CASE STUDY CHALLENGE *MARKETING COMMUNICATIONS*

EVENT SITUATION

You are to assume the role of Communications Specialist for CITYVILLE INDEPENDENT SCHOOL DISTRICT, your local public-school district. Your city has experienced rapid growth over the last 5 years due to an influx of new businesses and jobs, increasing the enrollment of CITYVILLE HIGH SCHOOL beyond the building's capacity. A bond package was approved to build a second standalone high school campus, which will be named CITYVILLE CENTRAL HIGH SCHOOL, and will begin serving students in the Fall of 2021.

Over the past month, the CITYVILLE CENTRAL HIGH SCHOOL principal, future students, parents, and community leaders met to discuss potential mascots and color schemes, and a school motto. The group narrowed their lists to 4 options each and are wanting the community to help make the final decision. The Chief Communications Officer (judge) has tasked you with designing a two-week long campaign to promote the options and vote for each category. The Chief Communications Officer (judge) wants to ensure that students, parents, and the local community at large can participate in voting and is wanting your recommendation for possible platform(s) that will engage all three target markets.

The CITYVILLE HIGH SCHOOL mascot is the Lion, with primary colors of black and gold. CITYVILLE HIGH SCHOOL's motto is Dedicated to Success.

The options to be voted on for CITYVILLE CENTRAL HIGH SCHOOL include:

Mascot + School Colors	Motto
Tigers, Orange + Black Chargers, Navy + Yellow Eagles, Forest Green + White Cougars, Red + Silver	Be Kind. Work Hard. A Community of Learners Expect Success Learners Today, Leaders Tomorrow

CITYVILLE's Demographics:

- Total Population: 75,000
- Male population: 36,075 (48.1%), Female population: 38,925 (51.9%)
- Median Age: 40.4 years, Texas Median Age: 34.7 years*
- Estimated Median Household Income: \$81,354, Texas Median Income \$59,206*

*Data collected in 2017. Ref: www.city-data.com

Items to include in your solution:

- Develop a two-week plan that includes promotions and voting
 - Develop project plan (OP:001) (SP) (Tier 1, Operations)
- Make recommendations for voting platforms and communication strategies that are inviting to all three target markets
 - Explain communications channels used in public-relations activities (PR:250) (SP) (Tier 2, Promotion)
- Provide schedule examples of promotional activities
 - Coordinate activities in the promotional mix (PR:076) (SP) (Tier 3, Promotion)
 - Create promotional signage (PR:391) (SP) (Tier 3, Promotion)

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JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Develop Project Plan?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain Communications Channels used in Public Relations Activities?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Coordinate Activities in the Promotional Mix?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Create Promotional Signage?	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
5.	Reason Effectively and use Systems Thinking?	0-1	2-3	4-5	6-7	
6.	Communicate Clearly?	0-1	2-3	4-5	6-7	
7.	Show Evidence of Creativity?	0-1	2-3	4-5	6-7	
8.	Overall Impression and Solution to the Prompt	0-1	2-3	4-5	6-7	
TOTAL SCORE						