



Real World Problem Scenario

Scenario:

Marketing Services

Business:

Memorial Health System

Business Participant:

Allie Ryan - Marketing Specialist

Career Cluster(s):

Marketing

Grade Level:

6-8

Standards & Skills:

W.7.4 Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience
SL.7.4 Present claims and findings, emphasizing salient points in a focused, coherent manner with pertinent descriptions, facts, details, and examples; use appropriate eye contact, adequate volume, and clear pronunciation

Problem Description:

You are a marketing specialist for a large health system. Your job is to communicate your hospital's services to the public. Which communication outlet (TV, radio, social media, billboards, newspapers) would be best suited to get the attention of each subgroup of your diverse audience?

Things to be considered or defined for the solution:

- All forms of communication
- Audience
- What does each public subgroup do most often?
- The needs of each public subgroup