



Real World Problem Scenario

Scenario:	Social Media Platform
Business:	Marietta Memorial Hospital
Business Participant:	Stacy Houser - Temple Challenge
Career Cluster(s):	Health Sciences, Marketing
Grade Level:	9-12
Standards & Skills:	SL.11-12.5 Make strategic use of digital media in presentations to enhance understanding of findings, reasoning, and evidence and to add interest

Problem Description:

A fitness/health professional wants to market her new business on social media. She has a limited budget and time and would like to know what social media platform will best fit her needs.

Things to be considered or defined for the solution:

- Target audience
- Location of businesses
- Other resources