

8:00-8:05: Attendance in classrooms, handout worksheets, go to IN2

Holly Introduction

8:10: Holly Fowler's Presentation

- Introduction
- What is marketing
- Know your brand
 - Brand identity – why it's important
 - Brand archetypes – how they can help you relate with your target audience
 - Real world examples: CASE Construction Equipment & Case IH
- Know your customer
 - User personas and how are they used
 - Case study: Case IH
 - Introduce customer persona worksheet for breakouts
 - Worksheet link students can copy to their GDrive & work on electronically: <http://bit.ly/imsa-persona>
- Understand the journey
 - What is the marketing funnel
 - How the role of marketing has changed with digital adoption
 - How to apply the marketing funnel to what you've learned about your brand and customers
 - Introduce customer journey worksheet for breakouts
 - Worksheet link students can copy to their GDrive & work on electronically: <http://bit.ly/imsa-journey>
- Q&A

9ish: Classrooms/Afterward:

1. Debrief and check worksheets
2. Worktime/SEV check in
 - Make sure every student has their abstract turned into digital common