



Program Overview

P2P: Challenging Extremism (P2P), is a global university initiative sponsored by the U.S. Department of State and tech giant Facebook (jointly referred to as ‘the client’). Your students’ challenge is to design and implement a campaign for the client. The focus will be on fulfilling specific objectives designated by the client, listed in the Project Brief. In exchange for an amazing hands-on, real business learning experience, we ask for your students’ commitment in helping the client meet their objectives. Get your students ready for what has often been referred to as, “*The greatest learning experience of my university career!*”

Marketing Program

Based upon specific client objectives, students will research the target audience, create an integrated campaign and submit a plan for review. Upon review and approval, the student team will be provided an operational budget to execute their strategy and measure success, as well as Facebook Ad Credits for the project. This program is a unique, innovative and rigorous training ground where students learn by doing. At the end of the program, a \$500 USD donation is made to the faculty or to department in appreciation and thanks for participating in the program.

The Concept

A hands-on assignment, P2P challenges student teams to develop and implement tactical social media and digital campaigns in the form of an initiative, product or tool to counter the online presence of extremism. This program is designed to provide your students with comprehensive training in the fundamentals of an integrated marketing and communications campaign. This may include but is not limited to: market research, marketing strategy, campaign design, advertising, public relations, budgeting and assessment. It also enables them to gain hands-on experience, as well as improve skills in leadership, public speaking, client relations, teamwork, business writing, project management, organizational skills, budget management and more. This project gives students a great deal of autonomy, so keep in mind that the more time and energy they invest, the more they will get out of the experience.

STUDENTS are the Experts

University students and young people have always been the driving force in predicting what is popular in the marketplace. Millennials want to make an impact within their communities and around the world. They know what their peers like, dislike, and are passionate about. They have the best pulse on new technologies, social spaces, applications, messaging channels, etc. They will have the greatest opportunity for success when engaging certain audiences and how they are likely to respond to a message. Will the campaign capture the attention of your target audience? Will the campaign move the client and their message to the front of the audience’s mind? Will the campaign lead to a change in attitude, perception, or behavior in an innovative way?

Client Objectives

The client's objectives are specific to a communication challenge associated with reaching a defined target audience. The objectives the client has chosen may range from achieving levels of awareness, to influencing behavior, to building preference for their brand over others. Before the team begins building any strategies, tactics, slogans or any marketing initiative, product or tool, the team must have a complete understanding of the objectives, an agreement with the client on what the team will be expected to accomplish (*Project Brief*) and how the results will be measured (*Program Scorecard*).

Faculty

The program is implemented in a classroom or as part of an academic organization over the course of one academic term.

The role of participating faculty includes:

- Reviewing program materials in their entirety before fully accepting the invitation to host the program on campus
- Incorporating the program elements into the course syllabus, allocating sufficient time for student participation, and applying an acceptable percentage of the grade to the program
- Incorporating the program into an academic organization and ensuring participant commitment of program completion
- Completing faculty registration
- Open, friendly communication with the EVP Representative assigned to assist in the program
- Inviting students to join the Basecamp project webpage as directed by the EVP Representative
- Ensuring all participating students complete the program participation agreement
- Providing timely feedback to students on all strategies and tactics associated with the program
- Reviewing the Creative Brief prior to students' submission for EVP review
- Reviewing students' final submission prior to judging as part of the overall program competition
- Completing all required program elements in collaboration with your EVP representative
- Ensuring expense log submission to your EVP Representative

REVIEW PROCESS

EdVenture Partners Quality Check

Like any professional agency, the campaign strategy and the materials produced for public consumption **MUST** first be reviewed and approved by EdVenture Partners. The team will submit a *Creative Brief* and *Creative Samples* to EVP via Basecamp for review and feedback. Upon approval, your EVP Representative will facilitate the delivery of the program budget in order for the team to execute their campaign. If not otherwise stated, be sure to check with your EVP Representative regarding any required client-specific branding guidelines.

HELPFUL TIPS FOR A SUCCESSFUL PROGRAM

FORMING AN AGENCY

There are many important steps to forming a student agency, including naming the agency and organizing agency departments and leaders. Please keep in mind that the project brief will provide more information regarding the client and the use of the agency.

Name The Agency

In order to come together as a team, students should start by giving their group a unique identity. Consider names that give the agency credibility, possibly linking to the focus of the challenge or the class/campus. This will be a benefit to the team as they begin to develop a network of professional contacts. In most cases when creating campaign materials, it is important to use the client name and logo as the prominent brand rather than the agency name and logo, unless otherwise directed. Here are past creative examples of some agency names:

- Vision Enterprises
- Creative Underground
- AD 360 - CREATE.INSPIRE.MOTIVATE.

Agency Department and Positions

In order to properly develop the agency, it is important to understand the core responsibility and objectives students have been tasked with. For larger groups, you may consider adding optional departments that will increase the ability to build a wider marketing mix, more extended network, or broader campaign. It is usually best to avoid having departments with too many members, so tasks can be clearly delegated to individuals who can be held accountable to the team. Below are some suggested general departments and key positions for the student agency:

Agency Coordinator(s)

One of the most important roles to assign, and one that provides an incredible experience, is the key leadership role of Agency Coordinator. This position requires dedication, leadership, organization, initiative and excellent communication skills as a foundation for the role.

Research Department

The research department is an essential part of the agency and its findings are very valuable and highly sought after by the client. These members are responsible for designing a research plan that will guide the agency in its strategy development, and providing the client with data on the perceptions and characteristics of the target market. This may include both qualitative and quantitative research methods ranging from surveys to focus groups.

Campaign Strategy & Implementation Department

This team is responsible for organizing the overall marketing strategy based on the research results, and managing the campaign logistics to prepare for and successfully execute the campaign implementation.

Public Relations Department

This department develops and maintains professional relationships with news media contacts, and is responsible for obtaining local/regional/national media coverage for the program and campaign as defined by the client.

Advertising Department

This department develops relationships with advertising media contacts, and is responsible for planning and executing the advertising plan to support the overall campaign.

Budget Coordinator/Finance Department

The Budget Coordinator/Finance team will manage the agency's budget. This is usually one person who is responsible for opening a temporary bank account to be used exclusively for the program, developing a budget, dispensing funds and collecting all required receipts and documentation to track all expenses.

Reports

This department is responsible for producing the agency's final submission. This team will assist all other departments in preparing the ***Creative Brief*** and ***Final Submission***. Each department will contribute its respective section, but the Reports team will organize and compile all of the individual sections together into a complete and well-developed final report.

The agency structure shared is just an example of how you may choose to structure your team in order to divide and conquer the program. If you have other ideas on how to form an agency incorporating departments like interactive, social media, multi-media, programming, etc., the decision is yours. Our main recommendation is that you **DO** create some agency structure in order to ensure that the right people are performing the right tasks, and that everyone is on the same page with the same goals and objectives in mind. Based on our experience, teams that utilize an agency format in their approach to the program have always performed best!

Everyone's Role - Group Effort

Even though your students will be part of a department within the agency, it is everyone's responsibility to perform the following tasks:

- Name the agency
- Participate in the research process
- Generate, develop and select the marketing campaign ideas
- Contribute to the Creative Brief
- Help with campaign logistics, as needed
- Complete post-campaign wrap up and analysis
- Contribute to the final submission

REPORTING

Each department should provide regular reports to the Agency Coordinator or the student agency as a whole. These reports help the agency stay connected with the progress of individual departments and the campaign. Reports may also be shared with your EVP Representative so they can update the client accordingly. **Good communication is key!**

Agency Reports

The entire agency will need to work together in developing the team's ***Creative Brief*** and ***Final Submission***. Check with your EVP Representative for guidelines for developing these agency reports.