

COFFEYVILLE COMMUNITY COLLEGE

MARKETING  
SCHOLARSHIP  
PLATFORM

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Communications & Graphic Specialist  
Marketing Scholarship Advisor

## CREATIVE BRIEF: What it is like to be on the Marketing Scholarship at CCC

### BACKGROUND

Students will have the opportunity to learn the different avenues that Marketing can lead to. Students will have the opportunity to gain valuable experience to enhance their readiness to move to a 4-year University.

### OBJECTIVE

Students will experience "Marketing" pathways and hone in on their passion and craft. Make learning enjoyable and hands on. Students learning will be experiential based in a team atmosphere.

### GOAL

The promise is to give hands on learning experiences in the Marketing Field & prepare the students with the tools to succeed in the future.

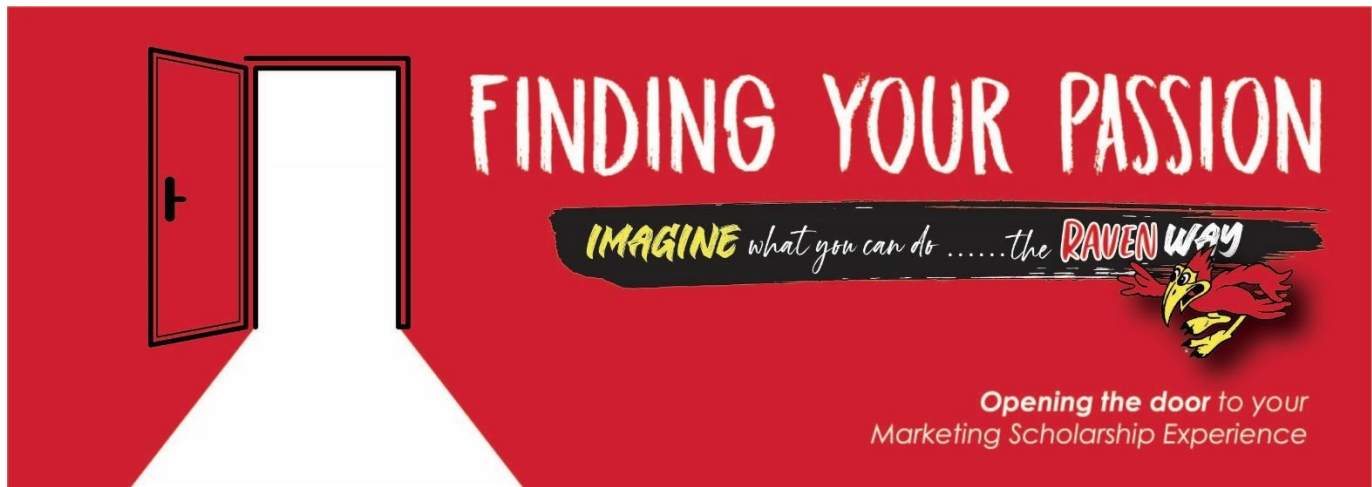
### SUPPORTS FOR GOAL

Students will get a booklet that explains the different avenues of the scholarship that they will be experiencing: graphic design, sports media, journalism, photography, social media & Event planning. Each branch listed above will have an assignment in that field to provide hands-on experience and more detailed information to give them the tools to complete the assignment.

- Advisor will provide feedback to make their assignment better & encourage different ways of executing the project – THINK OUTSIDE THE BOX 😊

### KEY MESSAGE

1. Have fun learning while figuring out what you are good at doing.
2. Excited to be in real-world situations to gain experience in different roles in Marketing.
3. It is ok to not know what you want to do, that is what we are trying to figure out before you move to a higher education institution.



## **WELCOME- To the Red Raven Marketing Team**

Congratulations! So glad that you have accepted the Marketing Scholarship at CCC. Below you will find the expectations of what the Marketing Scholarship at CCC involves while you here.

**SCHOLARSHIP DESCRIPTION:** This scholarship is offered to students who show an interest in graphic design, sports media, journalism, photography and social media and helping with campus events. FREE Tuition and Books for the year are given to the students who sign the Marketing Scholarship.

**SCHOLARSHIP OBJECTIVE:** The main objective of this scholarship is to dig deeper into graphic design, sports media, journalism, photography, social media and event planning at Coffeyville Community College. You will get to know what Marketing Departments do for real world jobs and prepare you for your journey onto a 4-year University. The idea behind this scholarship is for you to get familiar with each branch of Marketing listed and find what niche you want to concentrate on and maybe major in at your next level of higher education. With this scholarship you will produce a graphic design piece, journalism piece, take photos, create graphics for social media, help with related sports games/tournaments and help plan events at CCC. All the pieces you design or write will go into an electronic or hard copy portfolio for you to keep. The main point I want to get across to you, is that I am here to help you decide if this is what you want to do for the rest of your life, it is ok to not know what you want to do. I am here as a scholarship advisor to help you find what you want to do.

**SCHOLARSHIP STRUCTURE:** You will learn each modality of Marketing (that is listed in the Scholarship description) and with that, it will require you to do some work on your end. You will need to set up a time with me to go over the scholarship policy and set up times to help in the Marketing Department/work on your projects. The scholarship hours will be flexible as I know that you have jobs and other school work to attend to. Although you will have some time in your Marketing hours for you to get feedback from me, some of your work will be done outside of the scheduled Marketing scholarship hours set. Plan your schedules so that you have enough blocks of time to complete your projects.

**SOFTWARE NEEDED:** [Create a canva.com account.](#) This is a free design software that will allow you as the student, to make some cool things. PLUS, you will be able to keep these projects and use them for your portfolio.

ALSO, you will be a part of the Marketing Team and will be able to share and see projects within canva with me as the advisor and other team members (scholarship students).

Go to canva.com- sign up using your Coffeyville.edu email address – be on the lookout for an invitation to be on the Canva Raven Marketing Team.

**PROJECT REVISIONS:** First drafts are rarely presented to a client. Even fewer ever reach an audience. None of the assignments you turn in should be first drafts. We'll treat most of your assignments this semester as works in progress that may require several revisions before you hand in on the due date. Self-critiques, peer critiques and advisor critiques are essential parts of the revision process. Your final project of the year will be a portfolio of your best work that you have done this year. This is likely the first of many portfolios you'll assemble during your career. Make it shine!

**ATTENDANCE AND DEADLINES:** There is a lot of material that I want you to understand in a short amount of time. Please ask questions, email me or stop by my office. All work is expected to be turned in by the announced deadlines, as this what happens in a real-world setting. If you are ill or have some other valid reason for requesting an extension, you should speak with me ahead of time. It is very important to let me know if Please treat this scholarship as a job; you wouldn't not show up for your job without letting your boss know, right? This is a respectful thing to do, if I will not be in the office on a certain day or I have a sick child, I will email you all to let you know.

## Ashley Tatman

Marketing  
Scholarship  
Advisor



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### ABOUT ME:

I am the Communications & Graphic Design Specialist at CCC. I have been in the graphic design world for around 14 years. I love to design and teach what I do!

My job is to help you figure out what your good at and interested in, then we can prepare you for the next level.

**Interesting Fact:** I am a twin. I have a twin brother named Chad who lives in Arizona and I have twin girls that are 9 years old.

**Favorite Color(s):**

Turquoise, Red & Purple

**Favorite Food:**

Mexican, especially cheese dip!

**Hobby:**

*Anything creative –*  
Painting, creating projects for my house, designing Christmas cards, LOVE to organize, and creatively cook!



DON'T  
DREAM  
YOUR LIFE  
Live your  
DREAM





# MARKETING SCHOLARSHIP PLATFORM



CCC MARKETING SCHOLARSHIP STUDENTS

## THE PROBLEM



You don't know what you want to do right out of High School, BUT, you know you want to do something creative or something in the Marketing Field, you think.



## THE BIG PICTURE

There is so much pressure to decide what you want to be when you grow up before you leave High School. It is ok to not know, that is why you are going to CCC and are on the Marketing Scholarship.

## THE FACTS



According to studybreaks.com **20 to 50% of students enter college** as undecided, and an estimated **75% of students change their major** at least once before graduation.

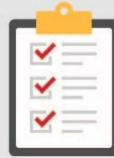


Almost **80% ACT Test takers**, who graduated in 2013, said they knew which major they would pursue in college. Of those students, only **36% chose a major that fit their interest.**

usnews.com



In October 2019, **66.2 % of 2019 high school graduates** ages 16 to 24 were enrolled in colleges or universities, the U.S. Bureau of Labor Statistics reported.



## THE OBJECTIVE

For you as a student to find out what your passion is and pursue that passion at a 4 year institution.

## CHARACTERISTICS OF MARKETING SCHOLARSHIP STUDENTS



- Creative
- Likes to talk to people
- Enjoys photography
- Loves to draw
- Doesn't mind working in groups or individually
- Learns by hands-on projects
- Problem solver
- Likes Videography
- Loves Sports
- Visual Learner
- Enjoys coming up w/strategies

## THE BENEFITS OF BEING ON THE MARKETING SCHOLARSHIP



Target your passion

Hands-on learning



Creating an Online Portfolio

## THE GUIDELINE

The challenge →

Students not knowing what they want to study while in college

The Cultural tension →

You have to know what you are wanting to study before you go to college.

The spark →

You are on the Marketing Scholarship, we as a team, will find your passion on what you want to study