**School Marketing Project**

**Your task**

You are the superintendent of an internaional school, and your main responsibility for this task is to market your school to new potential parents. You are asked by the school board of directors to present a project to the parents that will motivate them to enroll their children in the school.

Your product will be shown in a Power Point or Prezi oral presentation to the class. Below are the main requirements for you to include in your presentation.

1. Introduce yourself (Name, job title, experience) and briefly introduce your project (what it is about, and why it is important)
2. School vision (Take a look at examples of different school visions to get ideas.)
3. School facilities and their descripction
4. Subjects offered by the school for a typical grade 11 student
5. Typical schedule for an 11th grade student
6. Food, drinks, desserts, and snacks offered in the cafeteria
7. After school sport and non-sport activities and clubs
8. General teacher profile: countries of origin, number of languages they speak, years of experience, university degrees, teacher certification, sport, club, and after school involvement
9. Annual cost of the school and payment plan (monthly, every six months, yearly, etc.)
10. Institutional relations with outside public/private organizations
11. Security and safety systems within the school (Guards, cameras, drills, etc.)
12. Health and first aid facilities (Nurses office and nurse/doctor)

**Things to consider when you do your Power Point/Prezi project**

1. **Pictures and images** are essential to motivate and clarify what you are trying to bring across to the parents or you audience. Thus, images will help you illustrate each of your points.
2. **Words**. Remember that visual presentations should not be cluttered with long detailed sentences/paragraphs. Thus, use clear to the point captions that state the main point of what your are trying to say. Any additional information can be added verbally. People will not bother reading long sentences in a visual presentation.
3. **Videos**: You may include any type of short video within your Power Point or Prezi presentation. However, videos are included to add value to your presentation and not to replace it. So, keep any videos very short.
4. **Slides**: Any slide should have a title, images, and a relevant caption or comment.
5. **Preparation and practice**: It is important to prepare well and to practice several times before you present to the class. Ask questions about pronunciation and grammar structures before you practice. They way you practice is how it will turn out during your real presentation. Thus practice well.
6. **Let me revise your Power Point/Prezi befor you start practicing**.